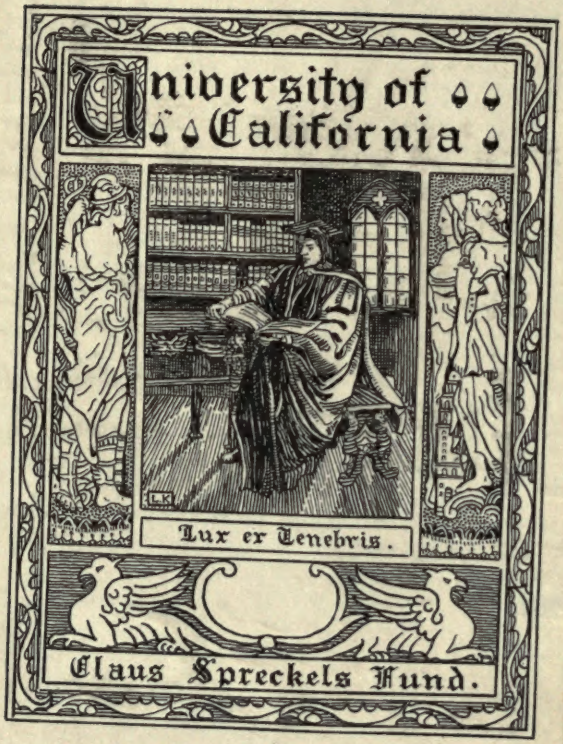

University of California
Lux et Tenebris.
Claus Spreckels Fund.

204-3

How to Advertise a Retail Store

INCLUDING

MAIL ORDER ADVERTISING AND GENERAL ADVERTISING

A COMPLETE AND COMPREHENSIVE MANUAL
FOR PROMOTING PUBLICITY

BY

A. E. EDGAR, MERCHANT

Illustrated with over five hundred original newspaper advertisements

LIBRARY OF THE UNIVERSITY OF CALIFORNIA

SECOND EDITION

THE OUTING PRESS
DEPOSIT, N. Y.
1909

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SPRECKELS

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Deposit, N. Y.



Very truly yours,

A. E. EDGAR

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PREFACE

The writer is convinced that no apology is necessary for presenting a new book on advertising.

He has done his best to make the present volume of practical use to both the small and the large advertiser, the novice and the expert.

He considers it but fair that he should acknowledge the fact that the trade and advertising papers of America have been of great assistance to him in preparing this volume. Where extracts have been reprinted from these, due credit has been given. In most cases, however, single ideas have been taken and incorporated with others, and these of course it is impossible to trace to the original source.

An apology is due those advertisers whose advertisements and advertising methods have been adversely criticised. In these cases the individual has to suffer for the common good. It was found necessary to use examples to illustrate the different ideas and it was decided that actual advertisements were more valuable for this purpose than specially prepared models. The advertisements selected for this purpose were clipped from newspapers published in all parts of the United States and Canada. Some of these examples were prepared by the merchant in the country store, while others were prepared by the highest salaried advertising men in the world.

The writer asks that the faults of the book be not magnified and that the book be judged as a whole rather than any part of it be selected for criticism.

A. E. EDGAR,
23 Sandwich St. East,
Windsor, Ont.

December 7, 1907.

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ADVERTISEMENTS never quit work on holidays.—*Fame.*

The modern store lives on new ideas, new ways, new methods.—*Dry Goods Economist.*

Spurt advertising, like a short-winded race horse, never wins the race.—*Age of Steel.*

Spasmodic advertising, even when made on a large scale, is disappointing.—*Dry Goods Chronicle.*

Advertisements that pay make money easier than any other way known to sell goods.—*Profitable Advertising.*

We have never advised anybody to spend one penny on advertising, save in the manner of investment.—*Brains.*

Every advertiser must hoe his own row in his own way, but the experience of others will reveal many short cuts.—*Advertising Experience.*

Artistic advertising may be admired for its beauty, but the kind that is full of ideas is the kind that secures results.—*Advertisers' Guide.*

The most successful advertiser is not the man who spends the most money, but the man who spends his money in the best way.—*Printers' Ink.*

It is not the amount of money you spend in advertising, but it is the amount of advertising you buy for your money that tells.—*The Ad-Writer.*

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Part One

NEWSPAPER ADVERTISING

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CHAPTER I

A FEW WORDS ABOUT ADVERTISING

ADVERTISING is not, as some suppose, a modern art. It was practiced by the ancients of Egypt and Babylon as far back as there are records of the customs of these peoples. It is true that the style of advertisements has materially changed since that time, and the modes of gaining publicity have been enlarged, but the aim of the advertisement has always been the same, and will always be the same—to disseminate information.

With the retail merchant it is information of what he has for sale. Every merchant should keep that aim in view, first, last and all the time.

The progress of advertising in our own day has been so great that the amount of money invested in publicity is greater perhaps than that invested in any other single commodity.

Advertising is so broad a subject that it is seemingly impossible to decide where it begins and where it ends. Every action of a merchant, or of his employees, advertises the firm. How long the effect of the action goes on before it ceases operations merely offers food for speculation.

So it is with a merchant's printed publicity, which we are now to deal with. It is known in many cases that years and years after an advertisement was printed that sales were made from it.

The three objects involved in advertising are worthy of close attention; first, to familiarize the public with the name of the firm or individual; second, to acquaint them with the class, quality and style of goods; third, to make sales.

The local retailer must learn the difference between advertisements adapted to the general advertiser, and those suited to his own business.

There are principles in advertising that must be recognized and appreciated before success can be expected. A good advertisement is a good salesman. It takes the subject in hand, and presents it to a large audience, explaining the merits of the article to many people over a given territory.

One of the foremost advertisers in New York has said, that "the art of advertising is merely presenting attractively the absolute truth concerning goods to be sold." When the proposition is carefully thought out, its aptness will be fully realized. What should be sought in the use of any medium of advertising is the relating of facts concerning that which the merchant has for sale.

There is no luck nor chance in advertising. It is a straightforward business proposition from beginning to end. Advertising is a legitimate, reasonable means of gaining an end. The advertisement that appeals most is that which is planned with the greatest intelligence, contains the greatest volume of honest intention, and speaks in frank, unequivocal words about reliable goods, and about the painstaking methods of those who are handling the business, and presents in the best way logical arguments for the purchase of the goods from the merchant in question.

There are many ways of advertising, but newspaper advertising is the best and most efficient for the retailer. He can talk to its readers, daily or weekly, and if his speech is intelligent, convincing and attractive, it is sure to amply repay him for what it costs.

The following quotation entitled "Ideals," gives a very good description of what an advertisement should be.

"Ideals are seldom reached in any line of work. Their chief value lies in the trend they give to what is accomplished. The ideal advertisement is short, yet comprehensive. It grasps the essentials, and in a simple manner lays them before the reader. It does not take up his time; it does not omit features that would specially interest him, features which he should have before he decides to buy. It does not exaggerate. It does not weave senseless words into a cloak to throw around the article advertised, but rather with a few bold strokes it uncovers it to show its beauty and worth. It inspires confidence. It seems true and good, but not too good to be true. It leaves a little unsaid, for the customer to learn when he comes to buy. It takes proper classification and leaves something to say the next time. It talks of quality first, then the price, It usually quotes the price. It is the work of a salesman holding up the goods for the best view, telling its merits simply, giving the price. If it talks to a person who has no need for it, it makes so good an impression that this person will regard it only as a type of the other things in the store which he does want, whether they are advertised or not. It will leave with him an impression that when he wants such an article, that is the one to buy, and that is the place to buy it."

It sometimes happens that dealers advertise their competitors more than they do their own goods. It is not a prudent method of advertising to so advertise as to attract attention to a competitor's merchandise rather than to one's own lines. The retailer should have an eye single to his own needs and wants, and free himself from drawing odious comparisons between his goods and those of his competitor. He can push the good qualities of his goods to the front so as to make them appear the best in the market, without allusion to what his competitor has, or is doing.

Every reference to a competitor advertises that competitor more than it does the goods intended to be advertised. The retailer wishes to advertise himself and his own goods, not his competitors and their wares.

There are subjects to be most religiously avoided in advertisements. Sometimes circumstances will tempt a man to introduce into his announcements matter that sober thought ought to convince him would be better untouched.

Everything that borders on controversy, especially of that kind where people take sides with any degree of warmth, should be kept out of advertisements. Political and religious issues should be particularly avoided, as people are usually touchy on these subjects. Even harmless allusions may be wrongly interpreted to the disadvantage of the advertiser.

Prejudice is a nasty thing to arouse, and a very difficult thing to dissipate. Let the advertiser be original, catchy and interesting, but by all means let him steer clear of sarcasm, innuendo, venom, and all that kind of thing.

We all make mistakes, and the man who never does anything foolish is to be regarded with suspicion, as either too good for this planet or as an arrant hypocrite. In advertising there is abundant opportunity for a man to discover how absolutely he can violate every principle of common sense.

A smart advertisement is not always a good one. The man who writes advertisements merely to set people talking or to show how clever he is, misses his mark. An advertisement should sell goods, and when it fails on this one point it is not worth the paper it is printed on.

An advertisement may be as sharp as a steel trap, but if it is not built to catch it is a waste of thought. Combine smartness with effectiveness and an advertisement will serve its purpose well. Advertisements should be as smart and clever as possible, but they should not merely be blank cartridges with only flash and report.

Successful advertising is not that which is done by fits and starts; neither is it that which is prepared because the space has been purchased and must be used. Space filling is not advertising. There should be something to advertise before the merchant sits down to write an advertisement.

The merchant who spends too much time in producing a real literary gem is as apt to miss the mark as the one who grabs up a piece of wrapping paper and rapidly scribbles

off an advertisement while the parcel boy looks on and admires his dexterous handling of the pen.

The merchant who cannot afford to hire an ad-writer must get down to study unless he wishes to drop behind in the race for business. The more advertising there is being done the more there will have to be done by all merchants. The one who does the most advertising intelligently is sure to get the most business. His gain in most cases is some other merchant's loss, although advertising creates a great deal of new business.

The time has come when the merchant must advertise or retire from business. He must not only advertise but he must do what he advertises he will; he must offer the same values at the same prices that he says he will in his advertisements. "We do as we advertise" is almost as familiar nowadays as "Your money back if you want it." Both are new features in modern merchandising. With their advent came many other new and really good ideas that are helping to make the merchant's life an easier one.

Quicker methods of doing things mean shorter hours to do them in. Easier ways of doing things mean pleasanter relations between customer and salesman.

Modern publicity must be given the credit for the inception of the new life in commercial circles. Advertising is the parent of every modern method. Advertising is forcing new methods and new ideas into existence every day.

No one can adequately estimate the future of advertising. It would be foolish to undertake to do so. As it has advanced in the last decade so will it advance in the decade to come, increasing in force and power as it becomes more scientific and its principles become more generally known.

CHAPTER II

THE DUMMY OR LAY-OUT OF AN ADVERTISEMENT

NEWSPAPER advertising offers the best field to the retailer for promoting business. It is through the medium of the daily and weekly press that most advertising successes have been made.

A persistent and judicious use of space, daily or weekly, as the case may be, will always prove more resultful than spasmodic efforts, no matter upon what scale they are carried out.

Not only must advertising be persistent but it must be a persistent use of plain, common sense statements and arguments in favor of the goods for sale and the store, or firm that has them for sale.

For the purpose of aiding advertisers in preparing their own advertisements we will proceed to analyze the newspaper advertisement and make an effort to point out the way in which they should be presented to the public.

There are eight distinct parts to the perfect retail advertisement, viz.: 1. Size of space to be used. 2. Firm name and address. 3. Headline or catch phrase. 4. Illustrations. 5. Introduction and argument. 6. Description of articles advertised. 7. Prices. 8. Display. In constructing an advertisement the merchant must take all of these parts into consideration. Sometimes the illustrations can be dispensed with without impairing the productiveness of an advertisement, but when any of the other parts are omitted the advertisement must necessarily be imperfect.

It is our purpose to show here the process, whether consciously followed or not by the advertiser, of preparing a retail advertisement. In following chapters, each of

the component parts of an advertisement will be taken up separately and discussed at length.

As a usual thing, the retail merchant has a yearly contract with his newspapers for a certain number of inches in each issue. In that case he must construct his advertisement to fit his space.

We will presume, then, that a shoe dealer uses ten inches of space in his weekly paper, and wishes to write an advertisement to fit that space. In nearly all cases the ten inches will be used to cover two columns in width, making the advertisement five inches deep.

The first thing he does is to make a dummy, showing the exact size of the advertisement as it is to appear in the paper. This is done by ruling off a space $4\frac{1}{2}$ inches wide by 5 deep.

Newspaper columns vary from $2\frac{1}{6}$ to $2\frac{1}{4}$ inches in width. In all cases a rule should be used, so that the advertiser can make his dummy exact.

Having ruled off his dummy he proceeds to indicate where the firm name is to appear. The name and address is the most important feature of an advertisement. If this is omitted, the advertisement is practically valueless, although it is stated on good authority, that when, through an oversight of some one, the name plate of a large department store was omitted in a New York daily, the style of the advertising done by this firm was so well known to the public that a large crowd responded to the advertisement. This is probably the only case on record where an advertisement has not suffered through an oversight of this kind.

Whether the name and address should appear at the top or bottom of the advertisement is a debatable question. Some experts maintain that the top position only should be used by retailers, while others, equally as expert, prefer the bottom of the advertisement.

Custom seems to have favored the bottom position for the name and address for advertisements of this size, so the merchant in question follows in custom's footsteps and places it there.

The space allotted to the name and address should not be too large, as it is then a waste of valuable space; at the same time it should have sufficient space to make it prominent.

A distinctive name-plate, to be used in all announcements, can be procured for a small sum, and its distinctive features, in contrast with ordinary type, will make it stand out well, while occupying considerably less space than is usually devoted to the names set in type.

When illustrations are used in an advertisement their position should be the next thing to decide. Type matter can be compressed into small space, but an illustration cannot. The necessary space then must be marked off in the position it is to occupy. In this case, an illustration of a lady's shoe is used. As it faces toward the left it is placed on the right-hand side. It is always better to have illustrations facing the reading matter of an advertisement than away from it.

After the space is marked off on the dummy for the name and address, and for what illustrations are to be used, it shows just how much space there is for the reading matter. The advertiser should govern himself accordingly. It is far better to drop out a point or two, and take it up in a future advertisement than to try to get in all the good points of an article, and by doing so crowd the advertisement.

The head-line comes next. Here is where a great many merchants fail in making an attractive advertisement. A head-line should be full of meaning. It should convey some definite thought to the reader of the advertisement.

Of course the real function of the head-line is to be a catch-phrase—to catch the eye. It should not be lengthy. Three or four words are better than eight or more. But it should also mean something and should convey that meaning at a glance.

"Faultless Fitting Fall Footwear" has been chosen as a fitting head-line, suitable to the object of the advertisement, and as having a message for the public complete in itself.

The head-line is usually written or printed on the dummy, showing just how much space it is to occupy.

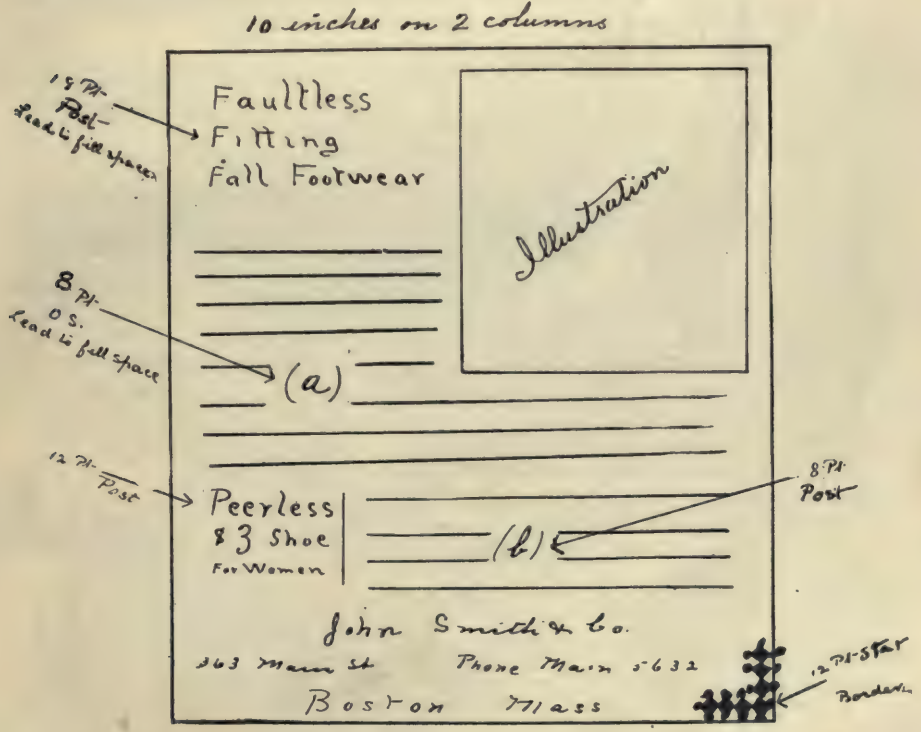
After the head-line follows the introduction or argument of an advertisement. The introduction should be made as meaty with argument, or "reason why," as it is possible.

It should be so convincing that the reader will become persuaded of its truthfulness, and so impressed that he will remember it. As "fit" is the keynote of the advertisement, the following introduction will serve. It will harmonize with the head-line very nicely:

> "If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.
>
> "In our fall selections of Peerless shoes every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store, because our expert salesmen have such a large number of different sizes and widths to draw from."

As this portion of an advertisement is generally too lengthy to write on the dummy, without crowding and making it illegible to the compositor, it is usually written on a separate sheet of paper.

Whenever the introduction or description, or any other portion of an advertisement is written on a separate sheet of paper, it should be numbered, either with letters



LAYOUT FOR ADVERTISEMENT

Reduced from 4½ x 5 Inches

or figures, and the space it is to occupy correspondingly marked on the dummy. In this case the introduction is lettered "(a)" and the space on the dummy is marked to correspond.

Descriptions of merchandise should never be made too general. The more particulars that are given the better, providing they are in favor of the article being described. In the advertisement under construction the merchant is endeavoring to paint a word picture of the line known as "Peerless Brand." He cannot, in this case, go into particulars as he would if he was advertising a particular shoe. But he does particularize by telling how the shoes are made, the materials used and then compares them with other lines of shoes at a higher price. Here is what he says:

"Goodyear welts and hand-turned soles.
"All leathers—Vici Kid, Patent Kid, Gun Metal Calf, Velours Calf, etc.
"Fifteen different snappy styles.
"As stylish as any $3.50 shoe."

This description is indicated on the dummy by "(b)," and is so marked on the separate sheet on which it is written.

Now comes the price. An advertisement without a price is lacking in one of its most convincing features. It is not necessary that the price be a reduced one to be published. It is not even necessary that it be a low price. It is just as necessary to print the price in an advertisement of $5 or $7 shoes, as it is of a $2 shoe. If the shoe is worth $7 it is right to tell the public that it is a $7 shoe and worth it.

If automobile manufacturers are not afraid to advertise their $6,000 and $8,000 "autos" in the face of automobiles advertised for $1,000 and much less, the retail merchant need not be afraid to advertise his prices.

It is not necessary that the price be printed in type a foot high. Prices should be given a little more prominence than the balance of type matter, and usually when appearing in the text should be printed in black-face type.

In this case the merchant, for the purpose of attracting attention to the "Peerless" line has displayed it together with the name of the brand. An examination of the dummy will show how this has been done.

A good, bold border will help to make an advertisement stand prominently out from the surrounding matter. The border singles out an advertisement as an entire and separate advertisement.

A judicious use of white space will also give prominence. Rules and ornaments have no place in a small advertisement, except occasionally where the rule is used as a box, to separate or make prominent some particular portion of the advertisement.

The dummy is for the guidance of the printer in setting up the advertisement. It serves the same purpose with him in constructing the advertisement as the plans of an architect do for the contractor or builder in constructing a house. It is necessary, then, that care should be taken in laying out the plan. It must be feasible. A printer cannot squeeze a hundred words into a space where there is only room for fifty.

When the merchant has gained an idea of type styles and sizes, he can indicate just the size and style to be used. Unless his knowledge warrants this, it is far better to leave it to the discretion of the printer. In another chapter, the study of type styles and sizes will be taken up thoroughly.

When a merchant sees a good catchy advertisement, he should clip it for future use. By attaching an advertisement of this kind to his copy, and giving the printer instructions to follow its make-up, he will get a good catchy advertisement for his own business. It is not always possible, however, for the printer to reproduce exactly every advertisement that may be thus clipped, because, sometimes the equipment of his office is meager, but he will do the best he can.

Every mark, every word on copy and dummy are supposed to mean something, and the printer will try to interpret it and place it in type. It is absolutely necessary, then,

that no marks, signs, symbols or words that are not intended to mean something in the finished advertisements should be there.

A study of the dummy reproduced with this chapter and a comparison of the advertisement set up from it will help any merchant to understand some of the difficulties he has had in making his advertisements appear to advantage.

There is one thing the merchant must understand, and that is that it is impossible for

Faultless Fitting Fall Footwear



If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

In our Fall selections of *Peerless Shoes* every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.

Peerless $3 Shoe for Women

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any $3.50 shoe.

JOHN SMITH & CO.

363 Main Street **PHONE MAIN 5632**

Boston, Mass.

a printer to set up an attractive advertisement at a moment's notice. He should get his copy into the hands of the printer early if he expects attractive advertisements.

A merchant who rushes off an advertisement to the office at the eleventh hour will never have satisfactory display. His advertisements will never be above criticism. They will and must show hurried composition. Not only has the printer to get this advertisement into type in a hurried manner, but it is nine chances in ten that the merchant prepares the advertisement in a hurry also. Good copy requires considerable time in preparation. Every point should be taken up separately. Then it should be seen that all harmonize. Advertising copy that is prepared in a hurry and set up in a hurry, usually looks it, and even the readers of the newspapers can recognize it.

While persistent revision of "copy" is beneficial to the beginner, there is a point at

which he should cease to tinker with words and put his whole story onto paper as quickly as possible, depending upon his earnestness and enthusiasm to carry weight rather than upon a nicety in language. Too persistent revision is almost always fatal to the effect of a fresh, sincerely written advertisement, and should be practiced only until a certain readiness of writing is acquired. The great French author, Flaubert, was in the habit of chalking sentences from his work upon a large blackboard, sitting and regarding them for a day at a time, studying ways of substituting words to make his meaning more colorful. Some of his manuscripts were revised continually for more than five years, and it is said that several pages in "Madame Bovary" became so interlined, criss-crossed and hen-tracked with alterations that the great stylist eventually forgot how to read them himself. This story is usually told in connection with that of John Stuart Mills, who revised a chapter in his "Principles of Political Economy" until it became so intricate that he forgot what it meant! Such extreme methods are not needed in advertisement writing, however, for advertisements are written for the moment, for readers who cannot take time to untangle intricacies and who do not read advertisements for their beauties of style.

In another part of this volume will be found a chapter on proof-reading showing this advertisement as it went back to the printer for revision.

CHAPTER III

HOW MUCH SPACE TO USE

HOW much space should a retail merchant use to get the best paying results? That is the question that presents itself to every merchant. Sometimes he does not fully realize the import of the question, and frequently misinterprets it entirely. Some imagine the question should be, "How little space can I use and not lose anything by it?" or, "How little space can I use and still keep my name before the public?" or, "How much space can I afford to buy?" etc.

Every merchant must answer the question of how much space to use for himself. No one can do it for him. Conditions are so varied that no set rules can be made to cover all cases. Even an expert advertiser could not determine the answer for him without a full knowledge of those conditions, and even then not until he had experimented a while. In some towns a ten-inch space will pay a merchant largely, in others twenty inches would barely bring the same results. In other localities the retailer would find a five-inch advertisement bring him in good results, and that a ten-inch advertisement did not increase his profits sufficiently to pay for the increased cost of the space. If a merchant found by experience that he could double his business by doubling the amount of space he was using it would be poor economy for him to cut down the space to half for the purpose of saving a few dollars on first cost.

The question of how much space to use can only be answered by constant experiment. Small spaces may pay better this year, while next year conditions may be so changed that it would be necessary to double the space to bring about the same results.

When the merchant has decided just how much space he will use, he thinks the whole question of advertising has been settled. All he has to do is to write a business card to fit the space and change it once or twice a year, or whenever the spirit moves him.

Nathaniel C. Fowler, Jr., in his ponderous volume, entitled "Fowler's Publicity," says:

"Too much advertising wastes money.
"Too little advertising wastes money.
"Too much matter in too little space wastes advertising.
"Too little matter in too much space is extravagance.
"Too much space is better than too little space, and just enough space is best."

But, after all, it is not so much the amount of space used that brings results as the way the space is used. Take two advertisers under the same local conditions, and one uses ten inches of space while another uses twenty inches. The former always gets good results, while the latter meets with only indifferent success. It isn't the amount of space, then, but the way the space is used. It is the cold type set into burning words that count.

Where a retailer is so situated that he has only the weekly papers to advertise in, it is usually an easy matter to decide upon what space will be used, and in what papers. Usually, however, where there are two or more weekly papers circulating in the territory from which the merchant may expect to draw trade he should use both or all. In the better ones his space should be larger, but he should make extra efforts to make the small space in the poorer paper attractive.

The way some merchants use space in these country papers is simply appalling to a retailer, who has to pay dollars per inch in a city daily paper, instead of cents, as it is in these weeklies. It is no trouble whatever to find a ten-inch space containing the following:

"TOO BUSY TO WRITE ADS.,"

THIS SPACE IS RESERVED

FOR

JOHN SMITH & CO.

No. 1.

or to see advertisements similar to that of John Smith & Co., shown as Exhibit No. 1.

Another form of this willful waste is to be found in "Watch this space next week."

This is certainly a misuse of space, because it is not advertising at all. But, then, there is a large amount of space misused where there is a semblance of an advertisement, and one perhaps that the merchant thinks is good advertising, because it is keeping his name before the public. This "keeping the name before the public" idea is one of the biggest mistakes in advertising—for this reason: Where a merchant uses space for that purpose it will be found in every case that he is known to every possible customer around. He does not need to keep his name before the public because they are not likely to forget him. But he should in that case try to create a demand for something that the public are not buying every day, and thus increase his trade. The advertisement of Blank & Blank, shown as Exhibit No. 2, is newly clipped from a country weekly and reproduced as it appeared word for word.

FOR BARGAINS IN

Summer Goods

Summer has come at last and you should dress as comfortably as possible. We have a nice line of Summer Goods—all to be sold at a big reduction.

SEE OUR LINE OF SHOES FOR MEN, WOMEN AND CHILDREN

We want all the business you can bring to us, for which we will pay the highest price.

BLANK & BLANK

No. 2.

"Shoes" are mentioned once, "Summer Goods" twice. Beyond the fact that they are offering bargains, and every merchant is supposed to be doing that, there is no information given to the reader at all. If the advertisement had read as shown in Exhibit No. 3 it would have meant the same thing.

There is one other way in which space is misused, and that is when it is used as a catalogue of the different lines carried. Note the way it is usually done in Exhibit No. 4.

This is a favorite style of advertisement with many country general storekeepers. They seem to pride themselves upon the large variety of lines they carry. The writer remembers having seen a two-column advertisement, with no more introduction than in No. 3, and then a catalogue of the different lines laid out in two parallel leaning columns. Not contented, however, to mention each line once, the merchant had it mentioned five times, no doubt thinking that repetition is impressive. Just think of an advertisement composed of a dozen or more different items displayed like this:

SLIPPERS AND RUBBERS, BOOTS AND SHOES.
SLIPPERS AND RUBBERS, BOOTS AND SHOES.
SLIPPERS AND RUBBERS, BOOTS AND SHOES.
SLIPPERS AND RUBBERS, BOOTS AND SHOES.
SLIPPERS AND RUBBERS, BOOTS AND SHOES.

Very impressive, isn't it?

It isn't only the country merchants who are wasting their space in this way. There are very many instances just as glaring to be found in city dailies. Any space is wasted

Great Reductions
In Shoes
FOR
MEN, WOMEN
AND CHILDREN
BLANK & BLANK

No. 3.

Fall, 1906

Our Fall stocks have arrived. They are larger and more select than ever. Call and see our offerings in

Boots and Shoes
Dry Goods
Groceries
Crockery
Glassware
Hardware
Furniture
Hats and Caps
Etc., Etc., Etc.

No. 4.

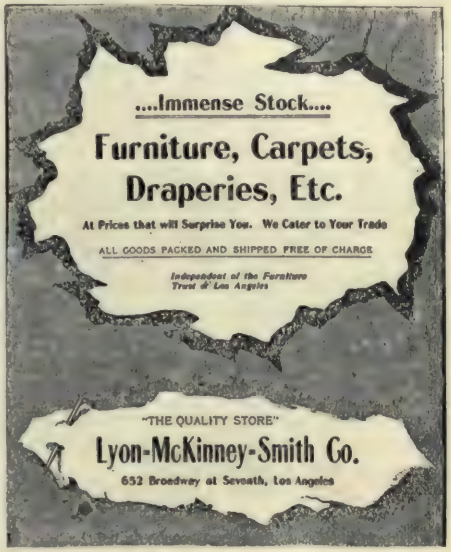
that does not produce sales, directly or indirectly, and what is more, it is wasted unless it produces the maximum number of sales. Weak copy of any sort wastes space.

Take the Lyon-McKinney-Smith Co. advertisement as an example. Here we have an advertisement that is particularly striking in display. Typographically it is about perfect, but the copy is very weak. It merely says what the country dealer says in his advertisement, viz.: "Immense stock of Furniture, Carpets, Draperies, etc., at prices that will surprise you. We cater to your trade, etc." The only value there is in the advertisement is given to it by the position the firm holds in Los Angeles. Such an advertisement from an unknown firm is absolutely worthless.

Some merchants are still of the opinion that they are wasting their money by using space in country weeklies. But then they are the ones who say advertising doesn't pay, so their opinion is practically valueless. The country weekly covers a field that cannot be covered as easily or as cheaply by any other medium.

The country weeklies of to-day are either better for advertising purposes or decidedly worse than ever before. Where the publisher has advanced with the times, and publishes an up-to-date paper, the merchant will find good results from advertisements inserted in it. But where the daily paper has crowded a weak weekly in a certain field, causing it to grow weaker and weaker, it should be used merely as a last chance, when there is really none better to use.

Those country weeklies that have any semblance of circulation among the farmers can be used very successfully by city retailers. Where a city has a farming community surrounding it there is sure to be three or four good live country weeklies. Space in these costs from five to ten cents per inch, so that the city merchant can talk to the ruralite at comparatively small cost.



The growth of the daily newspaper is simply marvelous. Not only in our larger cities and towns, but in small villages where one would hardly expect a weekly paper to be very profitable the daily will be found to flourish. The establishment of the rural free delivery routes has made it possible for the small dailies to grow and multiply.

The tendency of retail advertising in towns and cities where dailies are to be found, is toward moderate spaces. There is not nearly so much of the "spread eagle" style of advertising now as there used to be a short time ago. This may be accounted for in the increased cost of space, and in the better education of the retailer. The younger retailers are studying more—they are learning from the experience of others what their fathers had to learn by experiment.

In the larger cities the retailer is given but little choice. Unless he has a large store "downtown" or in the shopping district, he cannot afford to use the dailies. And as there are none others, he is compelled to find other methods of advertising. Even the large merchants in the metropolitan centers find it better to have a daily advertisement, though small, than to spread out once a week or so. Take the Rogers, Peet & Company advertisements. They are extremely small, five inches usually, but they are so attractive and so informing that the public have got into the habit of looking for them, and reading them, from picture to nameplate.



Sun shelters.

Straw hats of all good varieties, and if you can find a yellowed old straw here, you're better than we are.

$2 to $4.

Low shoes stand high in the scale of summer comforts.

Russets especially.

$3.50 and $5.

Boys' straw hats and russet Oxfords, too.

ROGERS, PEET & COMPANY.

Three Broadway Stores.

259 at Warren st. | 842 at 13th st. | 1260 at 32nd st.

Department stores use page spaces, and will continue to do so as long as it pays them, but it pays them only because the department store is a combination of a dozen or more stores under one roof. Divide a page up among from fifteen to twenty advertisers, and their space will be normal. Take a tenth of a page for a department store advertisement, and only one department could be advertised in that space.



"Batiste" is the best weapon we know for beating Hot weather.

A featherweight worsted fabric that holds its shape.

Our friends in Cuba and Panama buy it regularly for summer comfort, while Broadway wears batiste as the smartest of real summer suits.

Hair line patterns in grays—single and double breasted coats with trousers, $18 to $29.

ROGERS, PEET & COMPANY.

Three Broadway Stores.

259 at Warren st. | 842 at 13th st. | 1260 at 32nd st.

A great deal can be said in a small space if the words are aptly chosen. Writing ten-word telegraphic messages is a good practice for brevity of expression. Every word that is necessary is retained, and the rest eliminated. Let it be the same with an advertisement, only don't be abrupt. Give all the information possible, but don't crowd.

Position counts for much. The merchant whose advertisement appears on the most

interesting page of the paper has advantage over his competitor whose advertisement does not. Likewise, the merchant whose advertisement appears at the top of the page has an advantage over him whose advertisement appears at the bottom. The merchant should never take "run of paper." In some cases the cost is less, but it usually pays less.

The merchant has his own store. He pays rent for it. He pays more rent than his competitor on the side street for the purpose of being where the most people do their trading. Everyone knows just where to find his store. If he was moving around every three months from one store to another the people would never know where to look for him. It is just the same with position in a newspaper. The merchant rents it. He pays more to have it in a certain place. He can be found there at all times. The public turn to that space every time to see what he has to say—that is, if what he says is interesting.

Advertising costs money. It is an expense, only in the same sense as salaries of salesmen are expenses. Modern merchants are beginning to speak now of advertising investments, instead of advertising expenses. Let it be an expense, but not an expense that can be tampered with at will.

An appropriation should be laid out each season, according to past experience. It may be two or it may be five per cent. of the season's turnover, calculated, of course, from last season's record. Some experts say "Spend as much on your advertising as you do on rent." In most cases we are inclined to think this might be the proper portion for advertising expenses. The exceptions may be said to prove the rule, for there are sure to be exceptions to this.

For instance, the merchant who is just outside of the shopping district has less expense for rent, but he will have to spend more on advertising if he wants to do as much business as he would if he was in the heart of that district.

A new store will find it necessary to spend a larger percentage in making itself acquainted than the old store does in keeping itself to the fore. And the old store that has new opposition will have to increase its advertising appropriation to enable it to hold its own.

CHAPTER IV

FIRM NAME AND ADDRESS

MANY advertisements are spoiled by the manner in which the firm's name is displayed. Many a merchant is so fond of seeing his name in print that he runs it in twice in the same advertisement—once at the top and once at the bottom. In fact, the writer remembers seeing an advertisement that had the merchant's name mentioned just twenty-three times. Every time it was printed it was displayed in bold-faced type, too. This was not only a great waste of advertising space, but it was not in good taste. One's name does not look nearly so pretty to other people as it does to one's self.

The object of printing the firm name in an advertisement is to let the public know who is offering the articles described at the prices quoted. It is not necessary then to have it occupy half the space of the whole advertisement.

It is unnecessary for the firm name to appear twice in the same advertisement unless it is a full column in length, or nearly so, in which case it may be advisable to have it appear at both top and bottom. The only reason for this is to be found in the way the paper is held when reading. It is sometimes folded across the middle, in which case it would cause the reader some trouble to locate the firm name if it did not appear at both top and bottom.

When the firm name does appear twice in this manner, it is unnecessary that it be displayed largely. It should appear just large enough to show at a glance whose advertisement it is.

Readers who find interest in an advertisement want to digest the offerings the merchant is giving as quickly as possible. If they find anything they want or that arouses their curiosity, rely upon it, they will soon discover who the advertiser is.

In full-page advertisements some advertisers think it necessary to repeat the name occasionally throughout the advertisement. Strawbridge & Clothier of Philadelphia have a very neat way of doing this. They have dividing rules made with the name of the firm appearing within a rule box. This is small and takes up but little more room



than a rule would ordinarily occupy. The firm name is displayed modestly at both top and bottom of their page advertisements, taking up but little of their valuable space.

Opinions differ as to whether the firm name should appear at the top or bottom of the retail advertisement. There is considerable to be said in favor of either position. Some experts have laid down the following rule: "Manufacturers and wholesalers should place their names at the bottom of their announcements; retail advertisers should place their names at the top." They base this rule on the usage of the greatest advertisers



in the world—the department stores of the metropolitan cities and the large advertising manufacturers who are creating a demand for their wares through the use of newspaper space.

The reason given by the department store advertising men for using the top position for the firm name is that people get used to trading at a certain store, and when they get their paper the first thing they want to do is to turn to the advertisement of their favorite store. As it is natural to look at the top of the paper first, they place the firm name there



to help the reader find what he or she is looking for with the least possible trouble and delay.

This reasoning is good, and department store advertisers are in nearly all cases following this rule. They find it pays, or they would make a change. But, because the rule works out rightly in department store advertising, it does not necessarily follow that it is right for the exclusive retailer. Where the department stores use whole and half-page spaces the exclusive retailer uses from five to ten or twenty inches.

In a small advertisement the firm name should always appear at the bottom. Here is a good and sufficient reason why: The headline should be the most prominent portion of the advertisement and should appear at the top of the advertisement. If the firm name





should be printed above that and in display type, too, where would the display come in? There would be no contrast, and contrast is the fundamental principle of display. One would offset the other and, properly speaking, there would be no display.





Custom, of course, plays an important part in every rule that we follow. It is the rule of custom to place the name at the bottom of small advertisements, and the man who follows custom cannot go very far astray.



There is one rule to which the advertising retailer should adhere and seldom deviate from it. When a top position is selected the top position should only be used. When the bottom position is chosen the firm's name should always appear there. It is hardly wise





to keep changing positions, because people get used to a certain way of seeing things and do not like change, and it is sure to lead to confusion in some minds. It is something like the changing of store fronts. The merchant who has a mania for change will paint

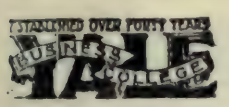




his store front a different color each time it is done. This leads to confusion to many persons, who recognize the store from the color it is painted.

If a merchant should change the position of his sign every few days people would think he was crazy. There is no more necessity for changing the position of the name-plate in an advertisement than there is for changing the position of the sign over the door.

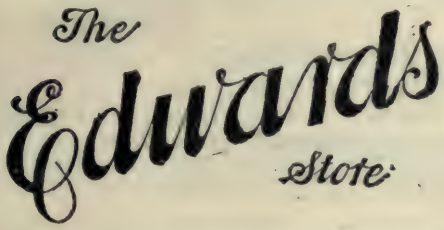
Every merchant should have a name-cut made for use in his advertising. There is no way in which a reader accustomed to seeing a distinctive name-plate can locate an advertisement quicker than by the name-plate. When different size spaces are used, plates of corresponding size should be ordered at the same time, viz: Single column, double







column, and one for full-page advertisements. The double-column size may answer for full-page advertisements if it is a good legible one. Name-plates should be so designed that they do not occupy too much space. They should be distinctive and by all means plain enough for a child to read. One of the greatest mistakes an advertiser can make





is in choosing a design for a name-plate because it looks pretty. Beauty is an essential, but legibility is of far more importance.

A good way to use a name-plate is after the manner of a trade mark. It should be used in all newspaper advertisements, on stationery and circulars. It should be pro-



duced in an enlarged form and used on the wrapping paper. It should be painted on the street signs, appear in street cars and, in fact, everywhere where advertising in any shape is used by the firm. Its distinctiveness then becomes a valuable asset to the retailer and aids in distinguishing his advertisements from others.



It often happens that retailers advertising in local papers leave off their address, thinking, no doubt, that the name is sufficient. This is a mistake. A business firm may have a local acquaintance, and the people within a given range of trade may know where

LIBRARY OF THE UNIVERSITY

to go to take advantage of the firm's offerings, but it should not be forgotten that one object of publicity is to widen one's range of trade, and introduce the firm to persons that hitherto knew nothing about them. Even the local papers of small villages and towns get into the hands of strangers and visitors.





If an advertiser is doing business in a very small town where there are but few stores, and they are all bunched together, the name of the town should appear in all his announcements; but if he is doing business in a larger town or city, the street address should also appear.



A business house may have grown old in a community, and on that account may conclude that they are too well known to even advertise; it may consider the name of the firm sufficient when advertising is done and the address is omitted. This theory of being too well known to print location might work, provided old customers would live





always, or never move away, but when the fact is taken into consideration that the old and familiar faces are gradually disappearing and younger generations taking their places, the importance of keeping the firm and location before the eyes of the people through continuous publicity is at once apparent. New faces are replacing the old, and an adver-





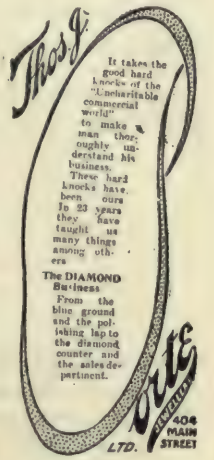
tiser should so present his advertisements that the reader could take advantage of his offerings with the least possible trouble.

Even the large department stores in some cases have fallen into this error. Of course, almost every resident of a city can tell where the big stores are to be found, they could go



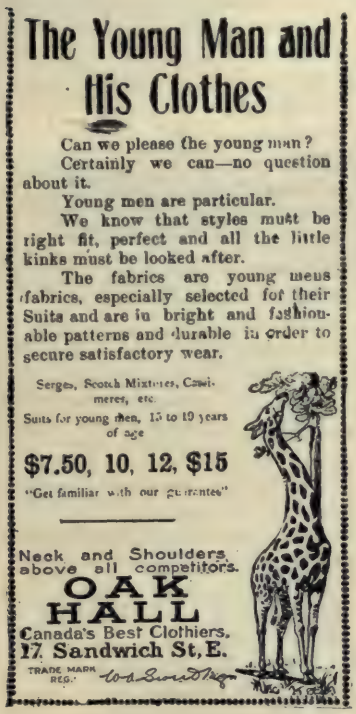
to them blindfolded. But there are always thousands and thousands of strangers coming and going, and they must ask strangers where to find such and such a store. This is a distasteful thing for some sensitive ones to do, and, perhaps, the larger stores are the losers by neglecting this simple thing.

Few advertisers appreciate the immense value of repetition in advertising. By repetition we do not mean that form of advertising one sees in the English papers, of a word or sentence repeated a dozen or more times, but we have a theory that an advertiser should repeat some phrase or sentence, that will in time become indissolubly associated with his name or the particular article he sells.



Everybody remembers "Sunny Jim," but everyone does not remember what he advertised. None can forget, however, that "Royal Baking Powder is Absolutely Pure," or that "Children Cry for Castoria." By the continual repetition of these phrases they have become household words.

If a retailer in some city should choose the following phrase: "Blank's is the store of quality," and use it continuously, the idea would soon become so fixed in the minds of the readers that they would at last accept it as a demonstrated truth. The advertiser shouldn't stop to reason, or prove it, for if he does his authority is gone. There is no surer way of planting an idea in the popular mind than by simple affirmation. Dogmatism may not be popular to-day in theology, but there cannot be too much of it used in puffing one's goods, provided always the same is done in good taste and with a dash of style. All great ideas in the past have been spread through continual and positive affirmation. Millions of orientals blindly sum up their belief in the simple assertion, "There is but one God, and Mohammed is his Prophet."



It is well, therefore, for the advertiser to originate a motto or phrase for continual use in connection with his business. It should be short and crisp; it should have a definite meaning, and it should be absolutely true. If a motto of this kind is used it should appear in every advertisement, it should appear on every piece of printing used by the firm, everywhere, in fact, where it can be seen, and in time the store may become better known through the store motto than by the firm name.

The name-plates which are reproduced with this chapter show how attractive these name-plates can be made. They show how distinctly they will stand out from a page of type. Some of these reproduced are good, some are very good, some are not as good and ought to be better. Look them over and you can easily pick out the best of them, remembering always that legibility should be given first place in any design of this character. If you have to study over the plate, or spell out a name, you may set it down as certain that others will have to do the same. If the design is so intricate that it requires study to decipher it like a puzzle, it may be called a bad design for a name-plate.

The name-plate used by Thos. J. Porte, Ltd., is not a good one although it is very attractive. It makes the advertisement stand out prominently upon a printed page. It

cannot be missed no matter how many advertisements surround it—but it is a failure from the standpoint of legibility. The writer puzzled over it many times before he recognized the large "P."

The name-plate of Oak Hall is not so bad, for it is readable, but it is a great space-waster. Such a name-plate used in a large daily would cost its user thousands of dollars per annum. The object of this illustration is obvious when one reads, "Neck and Shoulder above All Competitors." At the same time it is a poor attempt at illustrating the phrase.

CHAPTER V

THE HEADLINE OR CATCH PHRASE

THE headline is the most important feature of any advertisement. It is usually used as an eye-catcher, and should be strong enough to rivet attention to the advertisement.

It should be set in display type sufficiently large to attract attention. This display line should be set in larger type than any other line in the advertisement. It should be made the central eye-attracting point of the advertisement. Even when large illustrations are used to both illustrate and attract the eye the headline should be the special feature of the advertisement. If it is not forceful it is apt to be passed over with but a casual glance.

Rogers, Peet & Company, New York City, use a series of small advertisements, set without a headline, that are apparently very successful in attracting attention. In lieu of a headline they use small outline cuts to attract the eye. These cuts are of the cartoon order and are only partly comic. They are original with the firm and continue to attract considerable attention. The space used is usually four or five inches, single column, with occasional double column advertisements, set single column, thus preserving their identity. They use no display lines whatever, depending entirely upon the style of the advertisement to catch the attention of the reader. That they are successful in this, cannot be denied, for the firm have used this style of advertisement for many years and are satisfied with results obtained by their use.



Business suits.
For ex-custom tailor men who want fine quality and individuality our higher price mixture suits hit the mark.
Every pattern confined to us.
Silk and serge linings—many half-lined.
$28 to $35.

ROGERS, PEET & COMPANY.
Three Broadway Stores.
253 at Warren st. 842 at 17th st. 1260 at 32nd st.



Bathing suits.
Patterns as different as possible from the ordinary sort.
All worsteds.
All fast colors; guaranteed.
"Swimming" and "bathing" styles.
$3 to $5.

Bathing belts, white, 50 cents.

ROGERS, PEET & COMPANY.
Three Broadway Stores.
253 opposite City Hall. 842 near Union Square. 1260 opposite Gimbel Square.

In this way the headline as an eye-catcher and attention-riveter could be and has been in this case dispensed with without nullifying the power of the advertisement. Nevertheless, it could not be denied that a short and forceful headline would add to the value of these advertisements.

A writer in *Printer's Ink* some time ago, said that, "the whole duty of a headline is to be a catch-line—to catch the reader's eye by echoing one of his thoughts." To fit a person's thoughts with an echo is a process much simpler than it seems. "Do You Intend to Build This Spring?" is a headline that fits a mood, and it can be depended upon to interest the man who is thinking of building a house. Placed in the newspaper it will find each reader who has any thought of building, interest him, and secure a reading of the advertisement. When a man is thinking or planning along a certain line he will

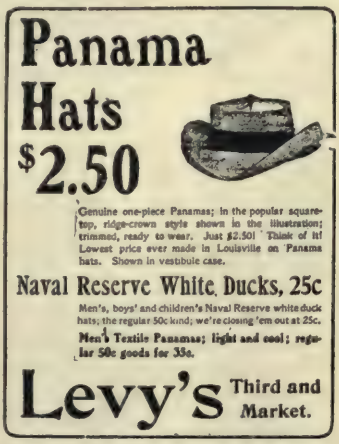
read everything that he sees in the papers concerning it. There are always enough people thinking of most advertised things to make publicity pay when it reaches them. As for other readers, they do not enter into the advertiser's plans at all. He might draw their attention by some vague, mysterious headline, but their attention is not worth while. He does not want them to read his advertisements until they are thinking of building.

In the main, this explanation of the duty of a headline is correct. It should be remembered by the retailer, however, that he is not only looking for those who are intending to purchase an article, but he is trying to convince those who have no such thoughts that they should have.

Seasonable goods will always find seasonable thoughts among readers—heavy shoes in wet weather, slippers in the party and wedding season, straw hats in the summer, overcoats in winter. At their proper time seasonable moods surge through the minds of the population in great waves, and the advertiser ought to take advantage of them.

A direct business proposition is usually the best headline the retailer can use, although occasionally it is desirable to have some variety. The price itself, in connection with the name of the article to be sold, is often the very best headline that can be used.

"Panama Hats, $2.50" would attract attention anywhere. It would interest every man who ever wears a straw hat because the price quoted is very low. It would be the same with a headline reading, "Men's $3.50 Shoes." This headline would interest many men who usually pay more for their shoes, and some who habitually pay less. If the argument in connection with this headline is sufficiently strong it might induce many who had no intention of buying at that time to make a purchase then.



The merchant selling something to wear has an advantage over some others, because often the public can be induced to lay in a supply ahead of the actual need. In this way the direct business proposition will bring results that could not be expected by a merchant selling some commodity that is little used and then only at certain seasons of the year.

When an advertiser is endeavoring to create a demand for an article among a class of people who are not using it, or who are using it only in small quantities, a headline calling attention to one of its particular uses, or some peculiar feature about it which would recommend its use, would be more likely to attract attention than a mere mention of the article itself.

Take, for instance, the merchant who is trying to introduce the cushion sole shoe to his community. If he should use "Cushion Sole Shoes," as a headline, he would not attract nearly so many readers as if he had said: "No Need Now of Tired Feet," or "Sure Comfort for Aching Feet in Our Cushion Sole Shoes." By taking advantage of the discomforts the public are compelled to undergo he attracts their attention at once. They will then read the balance of the advertisement to see just what the merchant is announcing. It will appeal especially to those troubled with sore or tired feet.

In the same way the grocer, trying to interest the public in a new food product, would add to his list of readers by using a headline discriptive of the food.

The direct command as a headline is recognized by advertising experts as a powerful factor in modern advertising. It is a factor in getting people to make up their minds at once. The dealer who takes advantage of the first chilly days of fall and comes out strongly with

BUY AN OVERCOAT TO-DAY.

is likely to reach more readers than the one who says simply, "Overcoats." This style of headline has made business, good business. All will remember the phrase, "Let the Gold Dust Twins do your work." That is a good headline because of its direct command.



In the advertisement of the Pittsburgh Bank the command, "Place Your Money in Safe Hands," is made stronger by the further assurance that "it will earn four per cent. interest."

Pick up any ancient copy of a magazine and look over the advertising pages and you will find headlines of all kinds, some good, some bad, some indifferent—mostly indifferent. Pick up a recent copy and the headlines will stand out from each page as prominently as modern brains and science can force them to. These headlines are a good study for the retail advertiser. From them he should be able to glean a great deal of information. He can easily recognize those that appeal to him and those that don't, and a comparative study of the two classes should teach him just the kind he ought to use to get good results.

"Wear a Cowboy Hat" is another illustration of a headline wherein the direct command is predominant. "Wear a Cowboy Hat on that Vacation or Outing Trip" is a sensible command and one that many of the readers of that advertisement would be likely to follow.



"You Want a Hat To-day" and "Deposit Here" are both good strong headlines. The peculiar display of the Buffalo Loan, Trust and Safe Deposit Company advertisement shows how strongly two words can be made to stand out from the body of even so small an advertisement.

Headlines should be as short as possible. The fewer words used the better. It should contain the gist of the whole advertisement when it is practical to crowd it into a few words. The most important thought should be there at any rate.

PEERLESS $3.50 SHOES FIT AND WEAR.

is a headline that will convey a thought to most readers' minds. The reader may have had an experience with these shoes that was not entirely satisfactory. It may have been that he had a pair of shoes from the firm advertising these shoes that were not satisfactory. He needs a new pair, and seeing this positive assertion decides that he will give the shoe man another trial. If the shoes are as the advertisement states, good ones, which have style and wear in them, the man's trade is retained. A positive assertion then is a good headline.



One authority has asserted: "The business of the headline is to convince the reader at sight that the advertisement concerns him, and if the advertisement is what the headline promises, it will do it's work."



Blind and mysterious headlines have seen their day and have gone with the medical advertisements of a decade or more ago, that were disguised as reading notices under misleading headings.

"We may be Crazy—

But we ain't no fools."

is a headline used by a firm in California, and shows to what lengths some advertisers will go for the purpose of being original. The headline does not show what the advertisement is about. There is no clue to the kind of goods sold—nothing to connect it with any kind of business. This kind of advertising is more harmful than otherwise to the firm using it.

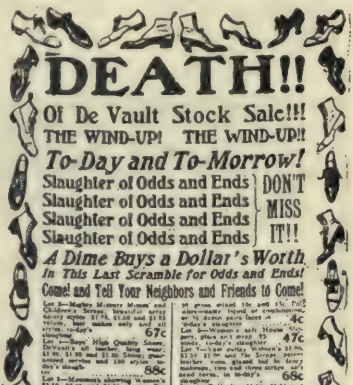
If you're Willing to Pay $5 Extra to Get "Trusted" for a $15 Suit, Don't Come to Blach's for Clothes.

Blach is here trying to take a fall out of the credit stores, but is merely calling attention to them. It may be true that stores giving credit charge more for their goods even when they advertise that they do not. But there are a lot of men who are willing to pay more if they can have their own time to pay in, and this slap in the face will only advertise the instalment stores more thoroughly than ever.

500 MEN WANTED
To buy Peerless Safety Razors.
These Razors are the Latest, etc., etc.

This is a modern example of a sensational headline. It is a blind or misleading headline, and as such should be avoided. It will never sell razors and it will never bring the five hundred men wanted to that store.

There is another kind of headline that is sensational and misleading in character, and much more repugnant to the finer sensibilities of the reader. That is the scare-crow headlines, such as, "Instant Death," or, "Horrible Accident," etc. Some advertisers are fond of these disgusting exhibitions of poor taste, but fortunately as they become educated in the gentle art of advertising, they abandon their ill-timed humor. The Cunningham advertisement reproduced here is a sample of this senseless style of advertising.



The merchant who tries to be funny in his advertisements is sure to make a fool of himself, sooner or later. He may think a thing very laughable, but the public is fickle-minded and often fail to remember the perpetrators of some of the funny things told in advertising.

The retail advertiser should avoid the use of too many adjectives, and choose only those that are full of meaning.

Just note this attempt at effectiveness:

Our Grand and Intelligently Selected Stock is Superbly and Enormously Large.

Such a screed as this conveys no meaning to the reader, except that the advertiser is feeble minded. It is too general a statement anyway to be impressive. "Largest Stock in Town," "Best Goods at Lowest Prices," and such phrases are worthless as headlines.

Let the retailer put lots of ginger and snap into his headline. Let him season it with common sense. Let him boil it down. Then serve it attractively in a suitable dress of type and it will catch the reader's eyes from the midst of dozens of other advertisements commonplace in construction and display.





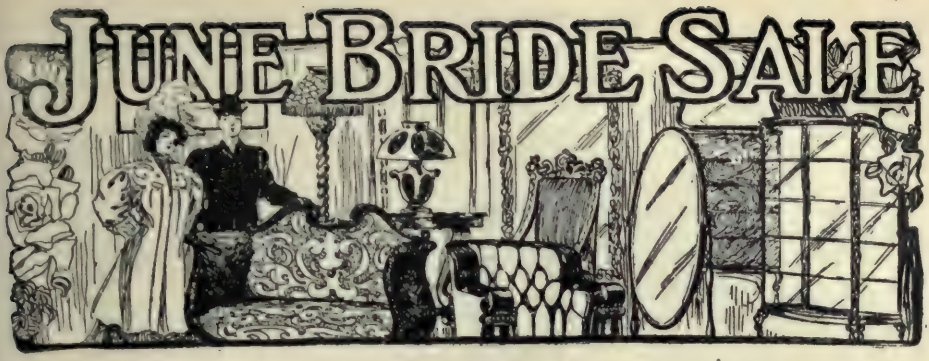
Avoid the use of meaningless phrases. Make the headline tell some part of the story of the advertisement so that the reader will have something to remember. As the title of a book should give the public some idea of its contents, so the title, or headline, or catch-phrase of an advertisement should indicate the character of the advertisement. Illustrated headlines are not usually very common nor very good. That used by Stewart Dawson & Co., Melbourne, Australia, is very good. It is full of meaning. As a store motto it should prove even more useful than as a headline.

We also reproduce a page of illustrated headlines. These were all clipped from page advertisements, and while not very bad are not very good either. That illustrating the "June Bride Sale" is perhaps the best of the lot.

The headline of The Nebraska, Kansas City, advertisement, "Just Like Finding Money" is not at all bad. It being one

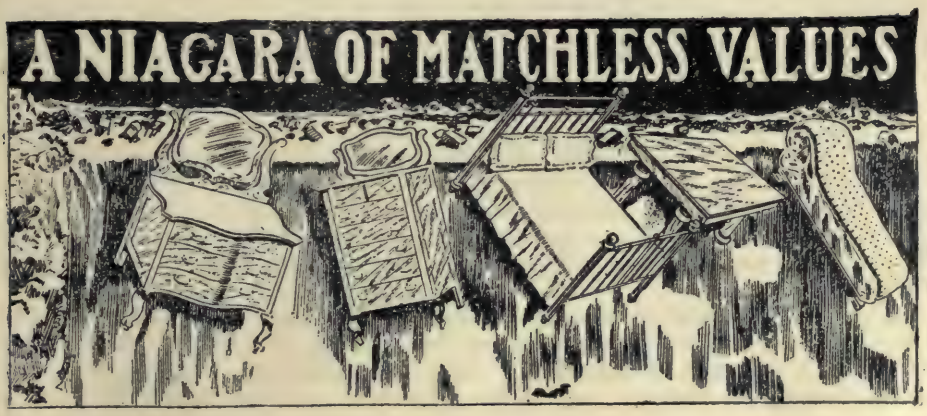





JUNE BRIDE SALE


PULLING TOGETHER
HARTMAN


J&P COATS
COATS
SPOOL COTTON
S.H.&M.
BINDING
Hallwood
NEEDLES
A FLOOD OF NOTIONS


A NIAGARA OF MATCHLESS VALUES

of the popular sayings of the day makes it easily understood. But this is a case of fitting the headline to a cut which usually is disastrous to good advertising. The advertisement as a whole is a poor one.

The advertisement of the Stickley-Brandt Furniture Company gives us a very good headline. "Are You Intending to Buy Furniture This Spring?" requires an answer, and there can be but little doubt that every reader of that headline answered it "yes" or "no," as the circumstances demanded. Those who answered it affirmatively would read the whole advertisement closely to see whether the offerings interested them.



In the Marshall & Ball advertisement there is no headline used. The cut, the price and the name-plate are all used conjointly to attract attention to the advertisement. If this firm had dropped the top name-plate and displayed the words:

1000 Pairs Manufacturers' Sample Shoes reduced to $2.85

the advertisement would have been a more powerful puller. As it stands there is nothing about this advertisement to show that it is other than an ordinary shoe advertisement, if we exclude the one line "Special Price, $2.85."

"Which One do You Like?" is not a bad headline used in connection with the illustration shown in Bullock Shoe Company's advertisement. The use of white space as here shown is very good. Such a use of white space is by no means waste. In fact it is about the best possible kind of investment. It contrasts the type matter and throws it out from the page in such a manner that no one could help seeing it. This advertisement is reduced from six inches by three columns.

CHAPTER VI

ILLUSTRATIONS

IT is not our intention in this chapter to explain the processes by which each kind of engraving is done. We are going to pass over the technical side of the question altogether and deal merely with the effects that illustrations have on the value of the advertisement.

The force of a good cut in an advertisement is its power to centralize the general idea of the composition. It is to the advertisement what the bud of the rose is to the flower. The bud, gradually unfolding, brings to view the fullness of the flower, with all its variations and adaptations. So with the picture in the advertisement—it first attracts

the mind, which, in its study, gradually expands along the outlined ideas until the product in the whole extent of its meaning opens up in full bloom and significance.

Some advertisers seem to have an idea that a picture in an advertisement is nothing more than a little embellishment added to it, and by reason of that fact catches the eye of the reader. A good forceful illustration will catch the eye of the reader because the mind is ever glad of a change. It usually rests first upon the most attractive spot on a printed page. For that reason alone it pays the advertiser to illustrate his advertisements.

These eye-catching advertisements must be pleasant and may be partly humorous. They must never offend the good tastes of the reader, nor hurt the feelings of the most sensitive. In the Millard advertisement, here shown, the illustration is used purely for the purpose of attracting attention to the advertisement. It serves its purpose well, for the picture is pleasant and attractive.



As an eye-catcher, pure and simple, an illustration is not a very good investment. A good typographical display of types and rules will do the same thing at less expense. If a picture cannot be made to bring into united conception the prominent features of an advertisement, it might better, in most cases, be omitted.

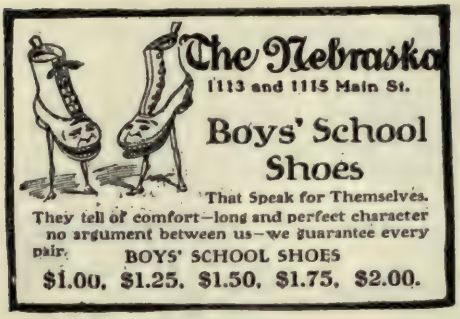
The picture in an advertisement may help to strengthen the impression one gets from the headline upon first sight, but unless it is capable of impressing the thought the advertiser wishes to convey it is little better than an eye-catcher, and is occupying space that might better be given over to type matter or white space.

Many advertisements are spoiled by poor and inapt illustrations. Anyone critically inclined will be side-tracked on seeing a "jack-knife" cut of a shoe, or an abortive attempt at illustrating a hat shape. An engraving is apt to be misleading, unless designed very carefully, and in this way damage may result instead of good.

When comic or suggestive cuts, other than those that illustrate the goods, are used, greater caution still must be exercised in their selection, as an incongruity may result that will prove disastrous to the purpose of the advertisement. In most cases good, catchy advertisements, cleverly worded and attractively displayed, without illustrations of any form will be found quite as effective, and frequently they may be made to convey the thought of the advertiser more clearly to the mind of the reader.

Not long ago a jeweler used a cut, representing a bushel basket of diamonds overturned, and showing the diamonds strewn around, much as potatoes would be if someone had upset a basket of them. The advertiser stated in flaring headline, "We Buy Them That Way." Now, what thought did he mean to convey to the public? The public would know that he was deliberately lying if he meant he bought diamonds by the bushel, for they know that they are not marketed in that manner. But one conclusion can be drawn from this advertisement, and that is that he meant to be humorous. It was a poor and ill-advised attempt at humor at that.

There are too many merchants wasting their money in buying illustrated advertisements from some "syndicate" which is turning out advertisements and illustrations to use with them by the thousands, utterly regardless of the proper fitness of things. If the merchant, who is subscribing all the way from fifty cents to two dollars a week for this trashy sort of illustrations, would





use the same amount of money in the purchase of good, sensible stock cuts from a reliable engraver, they could illustrate their advertisements to much better advantage.

The Nebraska advertisement gives a fairly good idea of what these illustrations amount to. There is always some attempt made to illustrate the article advertised or to illustrate the headline to be used with the cut. The Klingstein & Co. advertisement is another of these "extremely attractive syndicate advertisements."

It cannot be denied that some of the illustrations turned out by some "syndicate cut" firms are very fair specimens and of some value. It becomes a matter of selection however, for the purpose of picking out the good ones from the hundreds of bad ones.

The Sam Freund advertisement is humorously illustrated. This is one case where humor is in its right place. The advertisement is intended for male readers exclusively. Such attempts at humor, however, are seldom very successful.

A shade of humor in cuts is good when not overdone. But right here is generally where the trouble comes in—it is usually overdone. Some rising young illustrator furnishes some cut "syndicate" with a few original ideas at an originally small price, and that is where the trouble begins. The illustrator has ideas, but they are too original for advertising purposes. They should appear in *Judge*, not in retail advertisements. They do less harm there, at any rate.

Then there is so much bad taste shown in many of these "syndicate" cuts. Take, for instance, a cut of a blind man being led by a poor excuse for a dog, the purport of the







advertisement being, that a man must be blind who cannot see the advantages of dealing with the advertiser. It is not only an advertisement in bad taste, but sordid in its general import.

The object of the illustration is to vivify or give emphasis to the composition, as well as the goods advertised. This being the case, harmony between the cut and the matter should be considered of first importance.

Great care should be taken in using an illustration that there are no objectionable features in it. A few years ago a merchant used a comic cut illustrating an old negro, nearly bald, with mouth wide open as if crying out at the top of his voice. The headline used with it was, "Much Cry and Little Wool." As an illustration of that old saw, it was a success, but it had this objectionable feature: In the town in which the advertisement appeared there was a large colored population, and the merchant numbered among his customers a great many of them who were intelligent and industrious. Some of them very properly took offense at the advertisement. It was used in good faith by the merchant, perhaps a little thoughtlessly, but it took years to live down the bad impression he had made.





The best illustrations that can possibly be used are those that illustrate the goods advertised. Here are two examples of illustrations (See opposite page) that illustrate the goods. The hat advertisement show the article advertised in actual use while the shoe advertisement shows merely a cut of the shoe. Of the two styles of illustrating the one which illustrates the article in use is no doubt the better. But it is almost impossible to illustrate shoes in use by showing a cut of a man or woman. The best attempts at showing shoes in use are represented by the cuts in Kennedy's and Dalsimer's advertisements here reproduced.

There are other articles in the same class with shoes, such as gloves, hose, ties, etc., that cannot very well be illustrated in actual use.

Furniture lends itself to illustration in either way. A chair may be illustrated as simply a chair, or it may be illustrated as part of a room. There is one thing that should be carefully observed in selecting illustrations, and that is in selecting ones that do illustrate. Take the illustration in the "Hub" advertisement:

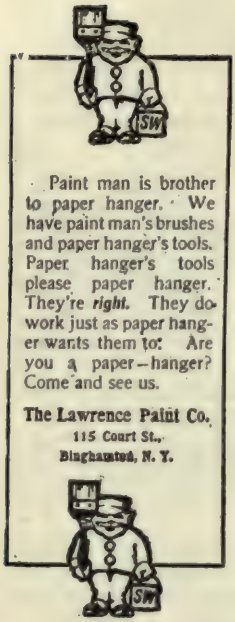
Clothing or Furniture, Which? Could you tell at a glance. It is equally suitable for either and suitable for neither, from that very fact.



Only good, clear cuts should be used; they cost a little more than the poorer ones, and are worth very much more. Care should be taken to select cuts suitable for the work intended to be done. Half-tones make fine illustrations in booklets that are properly printed on calendered paper, but they produce mere blotches on newspaper stock.

Newspaper cuts should be cut deeply; the outlines should be strong and heavy; there should be but little detail, and that should be coarse and rugged, so that every line will be brought out faithfully upon the rough and porous newspaper stock.

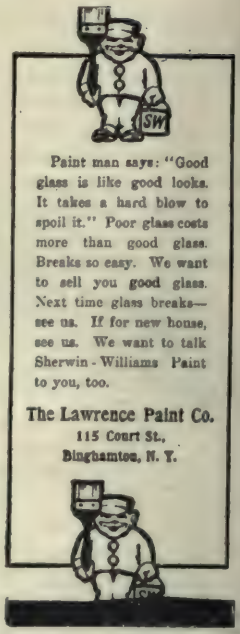
Half-tones are now being made with very coarse screens, especially for newspaper work, but on the whole they are not as satisfactory as ordinary line drawings. They are apt to become filled with ink and give but a poor impression. We have seen many a good



advertisement impaired in its effectiveness by a half-tone illustration, showing up without any sign of detail at all.

Good outline and silhouette cuts are much the better for newspaper work. Good black and white cuts will attract as much attention—or more—than poor half-tones. Better the cut should be lacking in artistic details than have its whole effect spoiled in the printing.

Cuts are so cheap now that there is no excuse for any merchant using old-fashioned ones. Just think of a merchant advertising 1907 styles, and showing a cut of styles in vogue ten or fifteen years ago. The result is simply ludicrous; it is also harmful to the advertiser.



The clever use of the small cut in the Lawrence Paint Co. advertisement shows how attractive a cut is in an advertisement. It proves conclusively that cuts are sure to attract attention. This little cut of a painter, half humorous as it is, tells us at once that the advertisement is about paint. If we are interested we will read the advertisement.

The full page reproduction shows three different types of cuts. The strong black and white illustrations used by C. A. Weed & Co. shows up strongly in contrast with the gray effect made by the type matter. The "stipple" effect in the illustrations in the Washer Bros. and Ben Selling advertisements have all the good appearances of half-tone reproductions without any of the half-tone's defects. The outline illustrations used by John Wanamaker have just enough detail added to make them pleasing to the eye. The combination of border and cut in both the Washer Bros. and Wanamaker advertisements are very pleasing and effective.

CHAPTER VII

THE INTRODUCTION OR ARGUMENT

ADVERTISEMENTS should never be prepared in a hurry. It is advisable for the merchant to have a stated time for the preparing and planning of his advertisements. Ideas will come at all times throughout the day, and should be jotted down in a notebook reserved for the recording of advertising ideas. Many good ideas are lost through thoughtlessness in this matter. At times the merchant will find a book of this kind a positive necessity, for he cannot always think of the best things for the occasion just when he wants to.

The word "advertise" has a most felicitous and suggestive origin and meaning. It means literally "to turn to." It means "to direct attention to—to attract attention." An advertisement that will do this is sure to sell goods.

There is little new under the sun, in advertising or in anything else. It is difficult to find anything new to talk about, and still more difficult to say what you have to say in a way that will not be a replica of somebody else's thoughts.



Our Custom Department is just recovering from the extreme rush of the earlier part of the Spring business and we can now make very reasonable deliveries. We solicit an inspection and desire to say that we have just replenished our stock of woolens.

We have a remarkable suit case to offer you at

$5.00

It is good, substantial, sightly, a case that is a marvel of strength and wearing qualities, and with more style and finish than you would expect at the price. It would sell at most stores for $7.50.

C.A. Weed & Co.

"Clothes of Quality"



Clothes Satisfaction
At
A Satisfactory Store

A MAN can buy clothes almost any place at "any old price," but *clothes satisfaction* is to be found at few places—and *Washers'* is one of the few—there's a reason.

You'll always find here a high standard of quality; you're never tempted by price inducements to speculate on something cheap. Today, tomorrow—Always the Same—that makes trading easy and satisfactory.

A Summer Suit at $18.50

Handsome dark blue serge Coat and Trousers. Double breasted sack with broad shoulders and wide fronts—quarter lined with fine alpaca. The quality makes it a splendid value.

Century Building **WASHER BROTHERS.** Main and Eighth



To the observant mind, to the man of clear intellect, facts speak much more eloquently than words.

It is not the claims I make that give my clothing its perfection of detail and consequent favor among critical dressers—it is not my words, but the facts that underlie my words.

I have risen to my present pre-eminence—have achieved success—not by argument, but by effort.

The ordinary clothier, however, who does not dictate the various materials that shall be used in the garments he sells, must depend more upon the glib tongues of his salesmen and the smooth statements of his advertising, than upon his own efforts toward betterment of construction. My salesmen delight in showing my stock.

SPRING SUITS $15 to $35.

TOPCOATS $15 to $30.

LARGEST STOCK OF BOYS' CLOTHING in the city.

BEN SELLING LEADING CLOTHIER



It's the Talk of Men Everywhere—

The Summer WHITE SALE
Of Men's Furnishings

It would be the very worst policy to allow ourselves to be fooled as to the comparative values of the merchandise that we present to the intelligent men of New York on this important occasion.

WE KNOW that it is extraordinary. Else we would make no such claims for it. We have investigated most thoroughly. There would be no need to investigate now, for the splendid public response of yesterday has told us what men think of it themselves. Here is the gist of the news, over again:

Men's White Cheviot Shirts at $1

Remarkable shirts to secure at this price. Made of excellent woven cheviot, now so popular with the young men who wear white negligee shirts. Cuffs detached, plain negligee. Sizes 14½ to 18½.

Ninth street aisle.

Men's White Cheviot Pajamas at $1

Finished with buttons and buttonholes; military collar. Good quality of cheviot, and well finished throughout. $1 suit.

Ninth street aisle.

Linen-Bosom Unlaundered Shirts, 45c

Men's Unlaundered Shirts, made of gilled muslin over perfect-fitting models. Three-ply linen bosoms, reinforced back and front, open back, continuous facings at all openings. Collar-bottom shield and cord loop, two lengths of sleeves—31 and 33 inches. Sizes 14 to 17½, as we can.

Basement.

Men's Handsome Summer Shirts, 70c

Of fancy striped madras, printed madras and percale, in a wide variety of designs and colorings. Medium and some worth $1.50. Plain negligee style, with detachable cuffs.

Basement.

Men's Collars at 50c a Half-dozen

Collars that still fit, launder, and wear as well as most others costing double. All the proper and current styles. Sold in half-dozen lots only—six for 50c. All sizes from 14 to 18 inches. In the following shapes:

Wing—1½, 2, 2½ inches in height.

Standing—2 and 2½ in.

Look-Proof—1½, 2, 2½ in.

New Style in Turnover—2, 2½, 2¾ and 3½ in.

Old Style Turnover.

Basement.

Men's Cuffs at 75c a Half-dozen

Cuffs same quality as collars. Wearing quality same as those you are paying double for. Sold in half-dozen lots only. Straight button styles, with round and square corners; single tab link, with round or square corners. Sizes 10 to 11½ inches. Price 75c a half-dozen.

Basement.

Men's Cambric and Muslin Nightshirts at 50c Each

The shirts are the wide, roomy kinds with long bodies. Cambric, with surplice neck; muslin, with collar; plain and tucked trimming. Sizes 14 to 17 in.

Basement.

JOHN WANAMAKER,

Formerly A. T. Stewart & Co., Broadway, Fourth Ave., 9th and 10th sts

Originality after all is far from what most people imagine it to be. The man who can evolve from his own brain a constant string of novel and startling truths is as rare to-day as in the days of Solomon. The capacity of saying things in a new and effective way is what is generally considered originality, and after you sift it all down this proves to be the faculty of using common every-day sense in expressing one's self.

Every word in every sentence should mean something. All unnecessary phrases and words should be omitted, for everything in a sentence requires attention to understand it, and the more attention is diluted, so to speak, the less will remain for that part of the sentence which is supposed to put forth the strongest points. Short, meaty sentences should be used. Long sentences are apt to be confusing to many minds.

In writing advertisements the vital part will be found to rest in the introduction or argument. The headline may catch the eye, but if the introduction following does not contain some concise statement, a reason why, the reader is apt to think the advertisement dull and not worth reading through.


NO CONNECTION WITH ANY OTHER STORE

THE BIG STORE A CITY IN ITSELF

SIEGEL COOPER CO.

SIXTH AVE. 18TH TO 19TH STS.

NEW YORK.

Headquarters for Fur-Trimmed Coats

We introduced these splendid garments of our own manufacture last year and they met with immediate success. This year we have been unable to keep up with the demand, but to-day we will again show a splendid selection, as follows:

No. 1—Body lining of Russian Marmot collar and cuffs of Persian Lamb. Price $65

No. 2—Body lining of Nutria collar and cuffs to match of Nutria. Price $55

No. 3—Body lining of Coney, collar and cuffs Natural Seal. Price $45

No. 4—Body lining Muskrat, collar and cuffs Nutria. Price $55

No. 5—Body lining of Russian Squirrel, collar and cuffs French Seal $55

(The coat illustrated at No. 1.)

These coats are made of an extremely fine quality of Black Kersey. Fit and style equal to the most exclusive fur lined coats at much higher prices elsewhere.

These garments are made under our own supervision by expert tailors and fur workers. We would advise an early selection, as there will be no duplicates.

Fur-Trimmed Broadcloth.

This coat has been one of the most popular garments for cold weather ever introduced by us. The collar and edges are trimmed with Blended Muskrat and the body and sleeves are lined with the celebrated guaranteed Satin Seal Plush. A splendid coat for surrey driving, shopping and general wear. Price $23.50

Full Dress & Tuxedo Coats and Vests.

Fabrics that will appeal to the most fastidious dresser. Style and workmanship par excellence. THE LABEL OF THE MAKERS TELLS THE REST.

Prices $20 and $25

STORE OPEN EVENINGS.

If a merchant is advertising men's working shoes, and as a headline uses the words, "Men's Worthy Working Shoes," it is bound to attract attention when properly displayed. Workingmen will be eager to read further. Suppose, then, the merchant goes on to say, in the old, stereotyped way, "Our stock of these goods was never so complete as now; come and see them and be convinced." How many men will be influenced to read further after that? But suppose the merchant comes out boldly and says, "the wearing kind—those that will hold together in wet or dry weather—the kind you can depend upon all the time—you have no use for any other kind." If you were a workingman, do you not think that an argument after that fashion would lead you to think that the merchant had a good shoe, and one that he was sure was good? You would be induced to try a pair to see if the statements were really truthful.

As a general thing the public will not accept a business man's word that a certain thing is so if there can be any doubt about it. It is always best, then, to tell the reason why a thing is so. No possible room for doubt should be left to form in the reader's mind. In writing advertisements reasons should be given for facts, and the advertisements will be much more convincing because the facts are given.

In the argument of the Badger Furniture Company it is stated that the Whitney go-cart is several seasons ahead of other makes, but they do not rest there. They continue to give reasons why it is ahead of others. This is a good argument although a trifle long. This advertisement is reduced from eight inches in length by two columns in width and the type was sufficiently large to be readable in the original.

Advertising is not an exact science. It never will be an exact science. It is an art, like literature, or painting, or music. Exact science allows no personal equation, and is subject to hard and fast rules, while in the arts the personal note is everything. Advertising will never be subject to hard and fast rules, for the best advertiser will be he who projects the most individuality into his work, and at the same time understands his fellow

men—a faculty that cannot be reduced to rules or elements, according to the requirements of an exact science.

There are many principles in advertising that are of a general nature, and these gathered together may be called rules, but those that will always apply, absolutely and arbitrarily, would be found to be few indeed. To be always truthful is a hard and fast rule, but there are times when dishonest advertising seems to be successful. When persisted in, dishonest advertising will be found to be unstable and unprofitable. One false statement may lead to losses little dreamed of. It is hard to believe a man whom we know has told one lie. We are afraid to believe him.


Badger's Sunday News

Take the Baby with You Next Sunday

Your Baby in Our Gocart

We are the only people here who sell the celebrated Whitney Gocart. This little vehicle has more than half a century of experience back of it, but it is several seasons ahead of other makes, many of its best features being patented.

It has patent nut locks, enabling the wheels to be taken off oiled and snapped back into place instantly—without using a wrench. It has dustproof caps to keep the dust out and the oil in. It has an extra broad tread—this is, it is wide between the wheels. This makes it run true and straight, relieving you of the necessity of constantly watching it to keep it on the walk. This also prevents it from upsetting.

This year's patterns have been reduced in size fully one-third, and in price more. And that. Besides reclining they fold up, and when folded they do not occupy half the space the others do. The designs are all graceful and attractive, and have that air of distinction which so well comports with a good-looking baby.

This beautiful Gocart has handsome parasol and cushion, with closely woven reed body. The back and dash both recline, besides which it folds up into small compass. It has enameled nickel-trimmed handle and all the other Whitney improvements $12.00

This folding street car Gocart $2.00

a similar pattern with perforated wood body $1.75

Folding and reclining Gocart, with parasol and cushion. It is small and compact $7.00

English Carriages in black enamel and leather $40.00

Carriages with reed bands upward from $30.00

Badger Furniture Company

Many men, many minds. The same advertisement will not sell a thing to all possible buyers. What attracts one man may have no attraction for another—all the more reason for thought in every advertisement, and a different argument every time an advertisement appears.

Don't be funny in your advertisements. Here is an example of how not to do it that recently appeared in a large advertisement:

PETTICOATS

What about petticoats—as pretty as silk, and not a thread of silk in them, is what we say about as pretty a line of petticoats as any bald-headed man would like to look at.

The last nine words of that argument kills the whole advertisement. No respectable woman but would consider that a direct insult. Bald-headed men might laugh over it, but then they would not buy a petticoat for the purpose of having it to look at. The women are the buyers of these articles, and the advertisement should be directed to them. The argument should be framed to appeal to them. Not one woman would be influenced to buy from that advertisement, and many would be afraid to enter the store and inquire for them, for fear the salesman might be as familiar with her as the ad-writer was.

There should be no necessity for a statement like this:

> "When you want reliable footwear buy them of a firm that is reliable. We do business on business principles and treat our customers square."

If a merchant does not do business on business principles and treat his customers squarely he will very soon find that he has no customers.

Here's another example of an advertisement that appears very frequently under different guises:

"When you want clothing be sure to
get our prices."

Why not describe a line or two, and quote the prices? It would be more business-like. Here's another:

"We sell Brown's hats—
We need say no more."

Why need there be nothing more said? Are Brown's hats so well known that no reader of the advertisement could be given any further information? Are Brown's hats all the same style? Are there never any new styles in Brown's hats? Granted that every reader of the advertisement had heard of Brown's hats, don't you think it would have been using valuable space to better advantage if the advertiser had tried to induce someone to buy an extra hat?



People will read the striking, stirring, nervy, pithy, attractive advertisements first, and leave the prosy ones out altogether. They will no more read a prosy advertisement than they will read a prosy book.

Attractiveness and pointedness are absolutely indispensable in advertising.



In the advertisement of Browning, King & Co. we have a fair sample of an advertisement that is most likely to be read. It is true, there is no headline to center attraction, but the sentences and paragraphs are broken and look interesting. Did you ever pick up a story book to wile away a minute or two? If you did, you have very likely paused at a passage in the book that contained a number of short paragraphs, indicating a conversation. You have perhaps read these short paragraphs, and when they ended and a long prosy one appeared you turned the page over to see if there were not more pithy parts to the book. It is the same with readers of advertisements. They skip over the long prosy ones and nibble at the short and interesting looking ones.

In the Brelsford Shoe Co. advertisement here shown there is nothing to make a person want to go there for slippers or shoes. There is no price given at which the slippers mentioned can be purchased. There is no idea given of what the "newest creations" may be. Such statements have become so hackneyed that they convey no meaning to the reader. They are looked on as being merely a matter of form. There are no arguments given why "the maidens who skim the ballroom floor and trip the light fantastic toe" should "turn down" the stores where they usually buy to try the footwear of The Brelsford Shoe Co. This advertisement is artistic, it is pleasing to the eye, but it is not likely to sell many slippers.

The merchant should use all his brain power in evolving new ideas for his arguments. He should always be aggressive. He shouldn't wait until some other merchant comes out with a brand new idea and then steal it, and cook it over for his own. It is always

well to adopt ideas and adapt them to his own use, but he is likely to run short on some of them. With ideas of his own, the retailer is ready for any emergency.

Remember, that one advertisement won't make prosperity. Nor will persistent use of space in the paper make business. It isn't the use of space that counts in the effort at business building. It isn't the large claims with hopes that results may follow. It isn't bombast or assurance or talk that does the business. All of these have their places in advertising, but the one thing that is essential is honest business purpose.

In the Strange & Skinner advertisement we have a style of argument that is only too common among a certain class of advertisers. When they cannot talk intelligently about their own goods they belittle those of their competitors. This does not pay at any time. A competitor should never be mentioned in a merchant's advertising. It is not dignified. It is not sensible. It is childlike. It is idiotic.

Thinking people will say: "That firm is being hard hit by some competitor," or, "Some firm is cutting into their business pretty deeply or they wouldn't advertise like that." Readers of newspapers are pretty keen to note these things. They are quick to find a motive for every move a merchant makes. It is not advisable then for a merchant to leave loop-holes of this character in his advertisements.



If Strange & Skinner had taken one particular shoe and written an advertisement around it, made it appear of extraordinary value, in both quality and style, they would have got more returns from their advertising expenditure.

The introductions in the Browning, King & Co. advertisements on page 36 are all good. They are all reasonable and readable. They are argumentative and business-like.

These advertisements are good and no doubt were business bringers for Browning, King & Co. Note the trademark and the quotation from "Beau Brummel." These are a feature of all of this firm's advertisements. The outline cuts are used merely as eye-catchers and are representations of that famous "beau" whom they quote so freely.

An effort to give the people what they want and an effort to tell why they want it, why it will wear or satisfy, why it is superior to that made or furnished in the past, why it is cheaper at the present prices than some articles that are sold for less should be the advertiser's sole aim. All these are points that will give the advertisement that tone which will gain the confidence of the people, the quality which will make it appeal to the sense of economy or high value, the worth that will make it profitable to the man who has paid for and promoted the advertisement.

The advertiser who knows when to talk, what to say, and how to shape his ideas is not the one who is uncertain about the value his advertisement is going to be to him.

Every store has some goods that no other store has. Perhaps the goods are of higher quality, or of a more reliable make, or bought at a lower price, and are consequently being sold at a lower price. Whatever the superior points, whether of store or of goods, these should be exploited. The facts should be honestly stated, and reasons for the facts given as concisely as possible. Let the public know about these things. You may know it, but if you don't tell it no one else will.

The argument should be set in Roman type—that is, the ordinary style of newspaper type. It should be larger, of course, for the eight-point type, which is usually used in a newspaper's reading columns is not large enough to be attractive. A large open

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

A HOLIDAY OUTFIT.

A lot of people will manage to get several days out of town over the Fourth — and they'll want a bit of Outing Clothing and Furnishings.

They're to be had here.

Two-piece Suits, not much kind but properly "stayed"—$12 to $25.

Form Suits—a quarter kind if you like—$15 to $25.

Everything you can think of in the way of Headwear, Neckwear, Shirts and Bathing Suits.



"One may retire in the dignity of dress," said Beau Brummel, "but not in the propriety of it."

671 to 675 Main Street — BUFFALO N. Y.

Broadway at 32nd Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Warm Weather Clothes



We shall provide for our share of those who want to dress for the Sea Shore or the Country over the Fourth.

And for those who stay in town, too.

Outing Suits—two-pieces—of little weight and little cost.

Serges, in trustworthy fabrics, and rightly cut, $15 to $35.

Straw Hats, Bathing Suits, Outing Shirts and every other thing that ought to be in a complete store.

"We need not square our personal comfort," said Beau Brummel, "with arbitrary perceptions."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Summer Solstice



Don't let the Fourth find you unprovided with Outing Wearables.

Serge Suits—$15 to $35 —combine Comfort and Appearance.

Outing Suits—two-pieces, $15 to $30 —for Comfort first of all.

Rain Coats—$15 to $30—for Comfort and Protection, rain or shine.

Negligee Shirts, short-length underwear, Straw Hats, and every other mid-summer comfort.

"Even in the hottest weather," said Beau Brummel, "it is possible, as it is proper, to be thoroughly attired."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Serges for Summer.

Serges are the call for Summer Suits—long and with wide lapels—single or double breasted—blue, black or gray, $12 to $25.

Straw Hats—split straws and, sennits are the braids—$1.50, $2 and $3.

Negligee Shirts—a large assortment of patterns and fabrics, cuffs attached or detached—$1, $1.50 and $2.

Summer Underwear from 50c. a garment up.



"Next to braving the Winter's storm in a warm coat," said Beau Brummel, "is the comfort of dressing properly for the Summer heat."

Fulton St. and DeKalb Ave. — BROOKLYN N. Y.

Broadway at 32nd Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Summer Comfort

The Summer Serge has never waned in popularity, and for very good reasons—comfort, durability and good appearance.

This season Gray vies with the Standard Blues and Blacks in favor.

You want to be sure of pure Worsted, and we guarantee our Serges absolutely.

$15 to $35.

Straw Hats, as good as there are, at a dollar or two less than the hatters charge.

Negligee Shirts ready to wear or to measure.



"Fashion," said Beau Brummel, "almost forward where common sense, honor's cat wholly bred."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Suit and Suit Case.

An Outing Suit—$15 to $25—is a first essential for the holidays that come with the Fourth this year.

Serge Suits—three-quarter lined if you prefer—$25 to $35.

A good Straw Hat—$2. Short sleeves and knee-lengths in underwear—50c to $5. Negligee Shirts $1 to $3.50—and every other item in Haberdashery.

The best Suit Case in town for $5 to carry the outfit in.



"The Bird of Freedom is on and on," said Beau Brummel, "Freedom is dress in a suit."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Every Other Day.

There'll be a holiday every other day the first half of next week, and perhaps you are among the lucky ones who will take a vacation.

Don't forget Browning, King & Co. If you happen to want a Suit Coat, Outing Suit, extra Outing Trousers, a Bathing Suit, Straw Hat or some of the new things in Underwear, Hosiery or Neckwear.

They're all here ready at our convenient Cooper Square and Brooklyn stores open Saturday evening.



"There is no joy in a holiday," said Beau Brummel, "that keeps dressed on it."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

A Second Crop.

This is the time, as the season advances, when most clothiers are short of Rain Coats and Top Coats.

A condition that never occurs here.

We have just received from our own factory a second crop of Paddocks, Swaggers and Coverts in full assortment.

$15 to $35.

Do Negligee Shirts interest you? $1 to $3.

Cooper Square and Brooklyn stores open Saturday evening.



"Do not esteem me a dress," said Beau Brummel, "study rather moderation and you will display good taste."

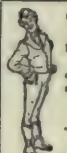
Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Quarter-Lined Serges



No Fabric for Men's Summer wear is so becoming and comfortable as Serge.

Our quarter-lined Coats are practically as cool as the skeleton-lined and as shapely as the full-lined.

$15 to $35.

Every thread is warranted true blue wool —or black or gray, as the case may be.

"There is as much of grace and ease in an ill comfort," said Beau Brummel, "as a heavenly captive."

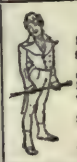
Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Summer Serges



It's but a dozen days to the Fourth. Don't wait the limit of time before getting your Summer Suit.

If it's a Serge, we've what you want, single or double-breasted, and as little lined as will hold shape—and perfectly well-made. $15 to $35.

Negligee Shirts $1 to $3.50, and Straw Hats $2 to $4.

"There are two kinds of knowledge," said Beau Brummel, "to know what you want, and better still to know where to get it."

Broadway at 32nd Street — Cooper Square at 8th Street

Fulton Street at DeKalb Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Time and Place: Now and Here.



The season calls for Serges, Blue, Black and Gray. Single Breasted or Double. $12 to $25.

Two piece Outing Suits of serges, worsteds and cheviots. Coats half or quarter lined. $12, $15 and $18.

Straw Hats, $1.50, $2 and $3.

Negligee Shirts for as much as you want to pay, but especially strong on the lines at $1 and $1.50.

"Be sure you're right," said Beau Brummel, "and then go as far as you please."

Open Saturday Evenings Till 10 o'Clock.

Fulton St. and DeKalb Ave. — BROOKLYN N. Y.

Broadway at 32nd Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

True Blue Serges



Honest worsteds are the basis of our New Style Serge Suits—whether blue, black or the new wide wale gray.

They are made to endure, and whether fully or partly lined, are designed to hold shape and give comfort and style to the wearer.

"What looks well is well," said Beau Brummel, "if it be well made."

$15 to $25

Our Furnishings Department is full of suggestions for the summer wardrobe.

Main and Eleventh Sts. — KANSAS CITY MO.

Broadway at 32nd Street NEW YORK Factory, Cooper Square

face on a ten-point body can easily be read, but when space permits a twelve-point face is much more preferable.

Sometimes the first two or three lines are set in twelve-point and the following in eight- or nine-point, as in the following argument:

> Comfort and durability in shoes are first consideration with people careful about their health; and they are our first thought in designing our shoes, no matter how low the price or how dainty the design. And the stocks of shoes that we have here at the present time prove that these qualities need not be costly; nor need they be absent from the smartest and most stylish shoes that are made.

CHAPTER VIII

THE DESCRIPTION OF THE ARTICLE ADVERTISED

SOME merchants seem to think that the important object to be gained in advertising is to let the public know that they keep certain commodities for sale, such as shoes, hats, clothing, etc. They do not think it is necessary to tell the kind of shoes they have. They just say, "Shoes," and expect the anxious public to rush in and buy. Some will add a claim to have "the largest stock at lowest prices." That in itself isn't much of an inducement to the public. Each purchaser may be presumed to want only one pair at a time, but they want a certain kind. They have made up their minds beforehand as to just what they want. When a merchant's advertisement shows the reader of it that he will likely find the kind he wants at that store, he will go there to see. If he finds what he wants he buys it—if the salesman is a good one he buys anyway.

There are usually several merchants in a town handling the same kind of goods. If one merchant has an especially good article he will gain the confidence of the public by telling something about it. If he has exactly the same line as his competitors he can make the public think that his line is better by fully describing it.

"We have Groceries for Sale" is a better advertisement than none at all, but it is practically valueless. If to this information the merchant says, "Our Groceries are Good Groceries," he is adding value to the advertisement. If he adds, "Our Groceries are Low in Price" he adds more value and information. But take the whole and what have you? Simply a statement that every dealer in groceries in the United States will make about his wares.

Suppose the shoe merchant makes an offer of

> Ladies' Tan and Chocolate Gibson Ties, Six Large Eyelets, tied with Broad Ribbon Ties, made by the Famous Goodyear Welt Process, Perfect Fitting, with Spanish Arch, and Cuban Heel, $3.00.

Now, every woman who reads that advertisement may not want Gibson ties, but they do want descriptions of goods. They like to read about them. If it wasn't for that

trait in women half the fashion journals would have to go out of business. Then the woman who is needing shoes of any kind who reads a description like that will say to herself, "That's a pretty style, and if they have those they are likely to have —— ——, just what I have been wanting for ever so long. I'll go there and see anyway." That is the style of reasoning that is done, and the man who describes his natty styles will get the reputation of keeping nothing but natty goods—a reputation worth thousands of dollars to any merchant.



Some advertising experts say, "Tell your story quickly, and allow plenty of white space to make the advertisement stand out." That is very good advice, but the trouble is some merchants carry it to extremes. Lengthen the sentences, and sacrifice white space if necessary, for at any cost the advertiser should make himself plain. The advertisement may, as the result of a little crowding, be a trifle less conspicuous, but it is far better to convince a few than to mystify a thousand.

In the advertisement of the Capitol Clothing Store we find an excellent display. The use of white space brings out the advertisement very nicely, but it is an advertisement without description.

"Trousers, Extra Value, $2.75," is really all we are told about them. If in place of some of the white space so lavishly used there had been a few words of description, or details, the sale of trousers would surely have been greater.

Advertisers should never lose sight of the fact that they are trying in their advertisements to show people why they should spend their money for certain goods the advertiser has for sale, rather than go elsewhere for them. This is a far harder thing to do than many seem to think. Let us ask ourselves whether we buy articles unless we are pretty sure of what we are getting? No, we do not. Then, will others? No. The advertiser then must be explicit.

If the merchant who is about to advertise will place himself in the position of the people he wants to attract, the result will be that he will prepare his advertisements much more carefully and convincingly.

Bald statements do not belong to present-day advertising. It might have done a dozen years ago, but the present-day advertiser has to get a mental move on him if he wants to interest the masses. That's it—to interest the masses. If John Smith has anything they want and will sell it for little money they are interested at once. But other merchants, as well as John Smith, are trying to coax them to buy, so John Smith must do something more than they. He must convince them that he is not only selling at the low price, but that the article is better value.



Don't say your goods are "the best in the world," for that is a bald statement, and of no value; tell the people why they are the best.

In the Dominion Umbrella Store advertisement we have a very good example of an advertisement containing nothing but bald statements. If the word "shoes" should be

substituted for the word "umbrellas," it would make just as good advertising for a shoe store as it did for the umbrella store.

The Winslow & Ruff advertisement is another style of advertisement that is often used by retail merchants. The advice given is good. The illustration is good. But one has to look pretty closely to find out what kind of a store is making the offer. That is found in the name-plate if anyone should care to know.



The R. H. Edmunds Co.'s advertisement is a sample of the advertising that is being done by a great number of country merchants. They try to tell their whole story in one little advertisement. They think it necessary to mention the fact that they have a stock of hosiery, handkerchiefs, neckwear, negligee shirts, underwear and hats as well as clothing. The advertisement thus becomes a mere catalogue or list of the articles sold in the store. There is not room enough left for descriptions and they are omitted.

These merchants forget that if one style of hat is advertised that it is a clear indication to the reader that other styles are also to be found there. If neckwear is advertised one naturally supposes that shirts, collars, underwear and such like articles may also be found in the same establishment.

The whole advertisement is merely a business card with a few commonplace generalities thrown in by way of adornment.

If you study the advertisements of the largest retail houses in the world the first thing that such a study will show is that they go into details regarding quality, make and price. A person must be interested before he will buy, and he cannot become interested until he gets a clear idea of what it is the merchant has for sale.



Here are a few thoughts expressed only recently by one of the highest salaried advertising managers of one of New York's largest department stores:

"Description of goods will bring more people to a store than prices.

"People of a better class come to see the offerings.

"Unless the advertiser knows his goods and values he is in danger of over-rating the value in his advertising.

"Advertising description should tell humanly interesting things about the goods.

"The greatest amount of fact must be compressed into small space.

"Description must be interesting as well as reliable.

"Description must stimulate interest.

"Merchandise must be described in a bright, snappy way.

"An examination of store advertising day by day will show a great deal of description that does not describe the goods.

"Adjectives cannot be substituted for information.

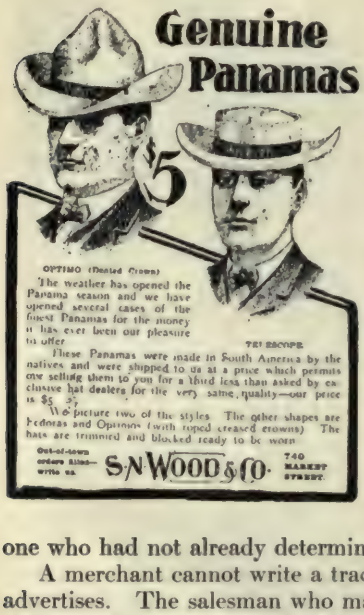
"Advertisements should educate the public in grades of goods and real values."

These are the convictions of an expert, one who has not only had experience in one store in one city, but in many stores in many cities. He says that "descriptions will bring more people to a store than prices," but by combining description and price the maximum of pulling power has been reached.

Not long ago an advertiser set forth in an advertisement nine separate bargains. One of them was "Velvet Slippers at 19 Cents Per Pair." The advertisement read simply:

VELVET SLIPPERS
19c.

One pair was sold. Is it any wonder? There was no description at all, except so far as "velvet" would describe. The public were allowed to guess whether they were men's, women's or children's; whether they had leather soles or string soles; whether they were all one size or whether there were all sizes. The price was ridiculously low, but it did not draw trade for the slippers. If an adequate description had accompanied the price there would have been few of those slippers left by the evening of the day upon which the advertisement appeared.



Contrast the advertisement of S. N. Wood & Co. with that of Colman's. In the one we find a full description of the styles, following a very interesting introduction. The man who needs a Panama would be interested in that advertisement. His curiosity would be aroused by the interesting information about these particular Panamas, and this curiosity would most likely lead him to investigate the offering. In Colman's advertisement the bald statement is made that "we are selling a raft of $5 Panamas." This might lead a man, who had already determined to buy one, to go to Colman's for it, but it would never force investigation from one who had not already determined to buy.

A merchant cannot write a trade-pulling advertisement unless he knows the goods he advertises. The salesman who makes it a point to know about the dyes in coloring the cloth, or about the weaves of the goods, or about the reputation of the makers of the article, will sell more goods by telling his customers what he knows about the material and explaining to them why the line he offers is better than that offered by others. It is the same in advertising. Tell the public all about the wares for sale, and the sales will go up.



Advertising is coming more and more to be regarded as salesmanship. The advertiser must study to tell the reader just the proper points to make him interested. Then when he calls at the store and examines the article, and finds it as represented the sale is concluded.

Smith & Climie have produced here an excellent

advertisement, one that is bound to sell goods. The honest intention of this firm is evident from the whole tone of the advertisement. The descriptions are given in a popular way, all technical terms have been discarded, and there is an easy smoothness in the reading that invites the reader to read on. Advertisers will do well to study this advertisement carefully and use it as a model from which to prepare their own.

The advertising columns of the newspapers are being conned eagerly, day by day, by readers, and they really vie with the news columns in interest to the public. People are getting into the habit of looking for store news as for anything else, and even men who sneer at their wives for their habit of bargain hunting, find themselves unconsciously running over the advertisements to see what inducements are being offered in shoes, negligee shirts, clothing, etc.

Talk is cheap, so give the public facts. Encourage them to look for your announcements by refusing to cheat them with blandishments, funnyisms, generalities, bald statements, or other substitutes for actual information about your goods or prices.

Aim at educating your constituents in regard to your store and its goods. A flaring announcement will not accomplish this; neither will general advertising of the most modern type. You must interest people by making definite statements about the goods and prices. If you try to tell them everything in one advertisement they will remember nothing.



SMITH & CLIMIE

"The store that sticks to facts"

A Business Stroke For Shrewd Fellows.

A STROKE WHEREBY YOU SHOVE dollars down into your pocket on the purchase of a suit of good clothes. The next week will be devoted to special selling of good clothes at this store, and it's an opportunity no really shrewd man will ignore. The prices and values which constitute the magnetism are such as will convert the most extreme pessimist into a believer of "S. & C." facts. These clothes are new and stylish. The values, you'll not question. Be an early visitor. You'll get just what we advertise.

$10.00 MEN'S SINGLE breasted suits of medium light gray with dark stripe and overplaid effect. Fabric is well boiled tweed with fine worsted finish, lined with good quality twilled sateen. Shoulders are thoroughly padded and built broad and rounded. Collars are very close fitting and lapels (three) in width. These $10 suits we place on sale at 7.90

$9.50 LIGHT GREY SUMmer suits—very swell. Unlined in body for comfort's sake. Trimmings are of superior quality. Fabric is of the fashionable homespun order with the natty black overplaid and smart stripe. These $9.50 suits we specialize at 7.25

$12.00 SUITS MADE FROM the swellest piece of light gray tweed you'd find in a week's travel. Well lined and trimmed, broad shouldered. Made with raised seams, 3 and 4 inch centre vent in skirt. A strictly high grade $12 suit for 9.60

$11.50 SUITS OF DARK gray homespun with neat stripe. These coats are hand tailored throughout, bearing the fam ous 20th Century braid label. Trimmings in these suits match the cloths and are of the very highest order. They are cut single breasted, with the vest close fitting collar and lapel. Shoulders are broad and graceful giving these garments an air of distinction. As $11.50 suits for 9.40

$13.00 20th Century Brand of Men's Tailored Suits made from fancy stripe worsted and lined with matched mohair. These garments are so thoroughly constructed that they will maintain their shapeliness until worn out. They will not break down the front nor puff at the shoulder. These $13 suits should not last long at 10.50

IN THE LINES ABOVE MENTIONED we haven't the full range of sizes and cannot guarantee these values for any specified time. The only sure way to reap this benefit is to let us clothe you to-day.

S. & C.

Pick out specialties that are representative of their special class and push them from time to time. Remember, also, that it is not mere cheapness that catches people. You have to convince them that you have what they want, better, as well as cheaper, than your neighbor.

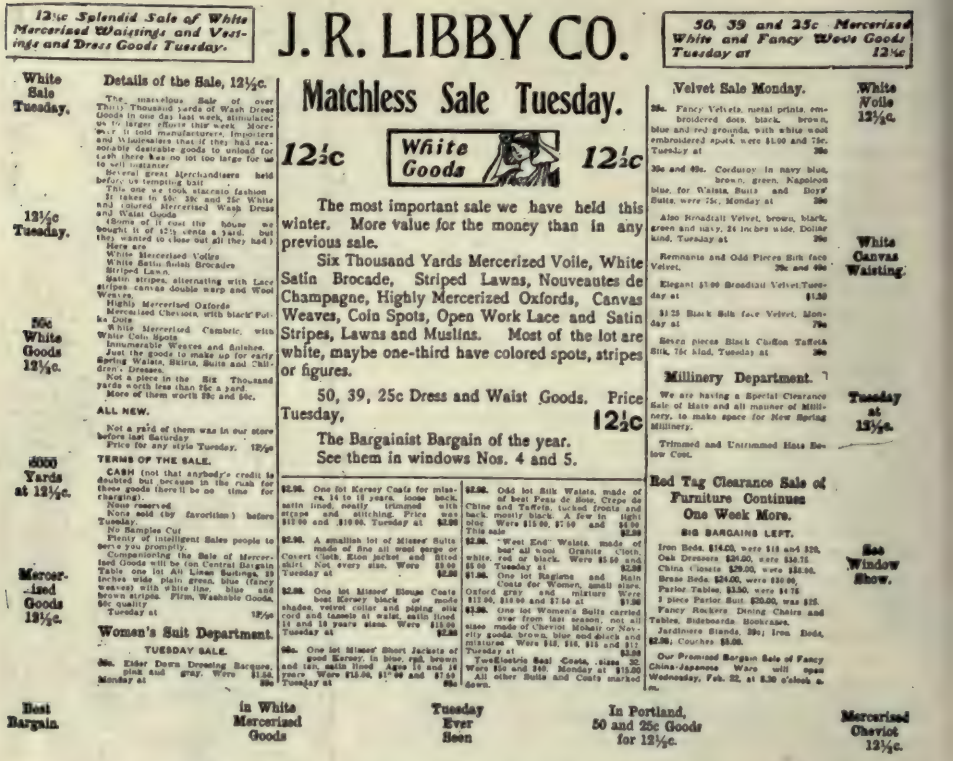
The public have grown very discriminating, and it is surprising how familiar people are becoming with the stocks of the local merchants and how readily they recognize their relative merits.

Women will read descriptions of articles by the page, but men are not so ready to store away such knowledge for future use. In writing descriptions, then, of articles of men's attire, or for men's use, they should be shortened as far as possible without impairing the picture that is intended to be conveyed to the reader's mind.

A good rule to follow when in doubt is: Describe the article fully, in popular language; technical terms are not known to all readers.

The J. R. Libby Co's advertising man knows how to set forth the firm's offerings in a most tempting manner. This advertisement is worth studying. The manner in which the wording at the bottom and sides of the advertisement appears is open to criticism. They are rather disconnected when taken separately, and one has to study them out a little before one becomes convinced it is the intention of the firm to have them read connectively.

These side-heads, or whatever you wish to call them, are used in most of this firm's advertisements. They are used presumedly for the purpose of telling in black-faced type the gist of the whole advertisement. The effect is sometimes startling. Read in the right hand column about the millinery department and connect it with "Tuesday at 12½c." Rather incongruous, isn't it?



Read over any of the descriptions and see if you do not have a picture of the goods before you. That is what description should be—word pictures of the goods offered for sale.

CHAPTER IX

PRICES

THE most interesting part of any retailer's advertisement is the price of the article advertised. Unless the price is mentioned its value cannot be compared with other articles. The article may be so glowingly described and so forcibly praised that one reader out of ten may be able to judge its real value. The other nine may place its cost much higher than it is and decide that it is not within their means. Purchasers should be told the price—it is necessary if values are to be compared.

Advertising means telling things, giving information, all the information. There are some merchants who are evidently of a different opinion, and who believe in telling some things and leaving others untold until they get the customer into the store. Perhaps the idea of only telling half would be all right if the advertisement would bring people to the store, as easily as the telling of the whole. But it will not. It will interest some, while others who are looking for just the information omitted will go to the store that advertises the full information about its goods.

It is telling things that really brings the public in search of the articles they have been told about. That being true, as much information as possible should be forthcoming in a merchant's advertisement.

Telling things pays.

The more one tells the more one sells.

Other merchants there are who like to describe their wares fully, but would rather have the price left out. They say, "The price is pretty high, and folks might think it was too dear, and not come to the store to see the article at all. If they come to the store we can show the good points of the articles, and their good qualities, and then the price won't seem so high. Then again, if we can't sell them that article, we can, perhaps, sell them another and cheaper one." That manner of argument sounds right, but it is really wrong.

To become interested in the description of an article, only to find in the end that the price, one of the most important pieces of information, has been omitted, is, to say the least, disappointing—and it is suspicious, too. "The price of that must be away up" will be the first thought of the reader, who is not likely to seek further information, while under that impression.

But suppose they are sufficiently interested to seek the article, only to find that the price is beyond one's means. The result is likely to be more than disappointing. One cannot help feeling that a trick has been worked, and every one hates to be tricked. Certain it is that the next announcement of that merchant will be given but scant attention.

In the advertisement of the Nickel Plate the price is emphasized by being set in large black-faced type. The prices stand out in a manner to attract attention. The descriptions are meagre and barely state what the offerings are. The prices, in this case, might better have been set in smaller type and the descriptions been made more complete and tempting. It is hardly necessary to display prices in such large type unless they are bargain prices. Even then one or two prices displayed are sufficient. Once attention is gained by an advertisement it will be read without further urging.





Now is the accepted time to put in that order for a Dress or Tuxedo Suit at Swift & Son's—for three reasons:

1. January is practically the beginning of the social season.
2. In January our tailoring department is in a condition to ensure prompt delivery.
3. In January a decided saving can be made in price.

In the Swift & Son's advertisement we have an illustration taking up, in the original, five inches across two columns, and the advertisement below it informs us that January is a good time to purchase a dress suit or Tuxedo suit, because in January a decided saving can be made in price. If Swift & Son are offering $50 dress suits for $40 it would be much better policy to say so than to beat about the bush in the way they do. Even if they are advertising $50 dress suits at $50, it is better to say so, and at the same time tell why they are desirable at that price.

No store ever lost its dignity by advertising prices. If the prices are honest prices any store

may state them with dignity. In fact, honest prices lend dignity to any store's advertisements.

Price is one of the most important things a reader wants to know about an article. No one buys anything without first getting the price. More than half the merchandise sold is sold on account of the price alone. As long as the price is low—and the purchaser must decide that—the sale is made.



If the price is too high, the merchant should lower it. If the price is right, there is no need to hide it. On the contrary, he should place the quality before the people so that the price will seem a reasonable one.

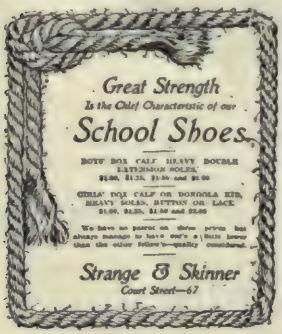
If the quality of an article advertised is sufficiently described, the price should follow, for price in itself is a power, but when its influence combines with that of quality, style and make, an incentive is presented to the mind of the reader which persuades and leads to a definite conclusion. If the mere name of the article is given with the price tacked on of course half the effect is gone.

Quoting a high price never yet lost a customer. If the price is too high, whether it is stated in an advertisement or by a salesman, the sale will not be made. If the price isn't quoted it is taken for granted by some as a pretty sure indication that it is too high for the article described.

A low price is undoubtedly a trade bringer, but one can't always be quoting bargain prices. If he does, people will soon put him down as a Cheap John—or a liar.



It does not hurt any business to quote high prices on high quality goods. People expect high class wares to be high priced. They are usually willing to pay a good price for a good article, and will do so without quibbling over it. But it is not policy for a store catering to all classes to advertise high class goods all the time, for then the store may gain a reputation of being high-priced. Such an impression often prevails where there are no real grounds for it. By advertising high class goods part of the time and the lower priced varieties at other times the store gains a reputation of being large and of carrying a great range of values. When advertising high grade goods the quality of the article should be particularly emphasized, and when advertising cheap or low grade goods the keynote of low price should be sounded loudly. In the Scotch Tailors' advertisement we have an example of an "eye-catcher" made by the prominent and peculiar character of the price. It would catch the eye from any portion of a densely printed page.



In the Mullen & Bluett Clothing Co's advertisement we have a form of quoting prices that is seen very often in both city and country papers. The same idea is carried out in the Strange & Skinner advertisement, only the prices are printed in the same size type as the body of the advertisement.

In quoting prices the merchant should be specific. He gains nothing by quoting prices that are practically meaningless. Suits at $10, $12, $15 and $18 are quoted in the Mullen & Bluett advertisement. The same quotations may be found in any paper that you may pick up. Most clothing stores carry suits that sell at from $10 to $18. The same may be said of school shoes at $1.00, $1.25, $1.50 and $2.00 that are offered by Strange & Skinner.

UNIVERSITY OF CALIFORNIA

In advertising a retail store it is always the best policy to advertise some specific line, give a full description and quote the price. If the advertisement occupies sufficient space more than one item may be specialized in this manner.

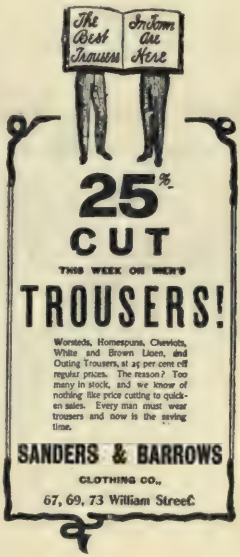
If it is a shoe store that is advertising a school shoe that is particular value at $1.50, any man or woman with common gumption will know that the store carries other grades of shoes. More than that they will know that the store handles men's and women's shoes also. If the shoe dealer fears that the public will believe he has only one grade of school shoes he might still advertise his $1.50 grade as a type of his school shoes and add "other grades $1.00 $1.25, and $2." He might also tack on to his name the phrase, "The Family Shoe Store."

By advertising a different line each time the advertisement appears he can thoroughly advertise a larger number of articles than he can by merely mentioning a long list of articles and quoting prices that are meaningless without adequate descriptions of the articles listed. The larger portion of the readers of any merchant's advertisements are people who read the papers regularly and who read the advertisements as regularly as they read the papers. It is likely then that every advertisement is read, and where articles are fully mentioned and priced the stock soon becomes fairly well advertised to every reader of the paper.

Advertising meant to appeal to the better classes need not proclaim the price in quite the same manner as that intended to reach the eyes of the class in which price represents the important factor. The better class of people appreciate beauty, quality and style as the first essential; then comes price as a secondary consideration. The other class regard the price first, and then the quality. They have just so much money to spend for a certain article, and no matter how much they would prefer a higher priced one they must purchase the one within their means.

In advertising special sales, or leaders, the price should receive prominent display. The advertisement in which prices stand out boldly will attract attention from the class who are always looking for bargains. On the other hand, a prominent display of prices is looked upon with doubt and distrust unless explicit reasons are given for the low prices.

In advertising prices all semblance to the sensational should be avoided. The merchant who to-day advertises a $5 shoe for 98 cents, and the clothier who sells $15 suits for $3.98 are looked down upon as sharks awaiting the unwary with wide open, hungry maws.



There are times when a merchant may wish to sell $5 shoes for 98 cents. But there is always a good reason behind it. They are out of date, they are soiled, or they are all one size. The wise merchant says so and sells the goods, the foolish merchant loses hours of time explaining why they are good value at 98 cents to a lot of people who would not have them at 10 cents a pair.

Quarter-off sales are very frequent these days. In the advertisement of Sanders & Barrows a cut of twenty-five per cent. is advertised in trousers. This is meaningless to a great many people. The merchant should remember that there are many men who have not had the advantages of a good school education. They can read sufficiently to understand our language, but they would be unable to figure anything on a percentage basis. For this reason the original and the cut price should be mentioned in such an advertisement.

Cutting prices to undersell a competitor is a bad practice, and should always be accompanied with some good explanation, such as a "lucky purchase," etc., or some plausible explanation entirely foreign to the real fact. It depreciates a store and establishes a reputation for handling the poorer grades of goods. The better course for a merchant to pursue who is unfortunate enough



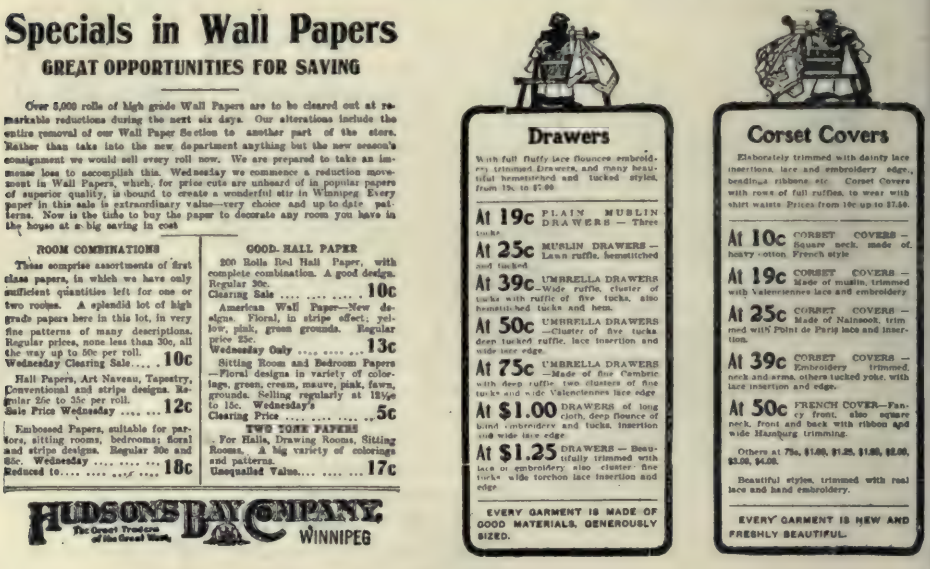
to find himself in a locality where this practice prevails is to handle, if possible, better grades, and never deviate from the truth in his advertisements. He should then advertise quality; emphasize quality; talk quality. Quality and not price, should be the keynote of all his advertising. He should not neglect to quote prices, however, but that should be merely incidental. Let the other fellow bellow "low price! low price!" and he will soon exhaust himself, his resources and his credit.

Prices should nearly always be displayed. Black type, two or three sizes larger than that used in the body of the text is very effective. As before stated, in advertising cut prices, or leaders, the price should be emphasized by being displayed in at least two lines' space. Sometimes even more if the offering is very special.

In the Lyon–McKinney–Smith Co. advertisement there is an attempt to prove the dignity of the firm by not quoting prices. In fact the firm have used a very primitive form of argument for the purpose of engaging the attention of possible buyers. "Best Quality at Lowest Prices" is an anomaly. It is a much used phrase, but a very false one. The best was never sold at the lowest price and never will be, and what is more, everyone knows it.

The style of display, both in description and prices shown in the Hudson Bay Company's advertisement is adaptable to any line of business, or to any advertisement where a number of items are offered at one time.

The manner in which the prices are displayed in the twin panels advertising drawers and corset covers is very attractive. This feature of telling the price first and then naming the article offered afterward has more in it than appears on the surface. This style is very attractive in full-page advertisements, of which this reproduction is a part.



CHAPTER X

DISPLAY.

IDEAL display is the proper arrangement of type, border and cut, whereby the maximum of prominence is given to an advertisement, or any specific portion of it which requires it. If, among a score of advertisements on a page of a newspaper, there is one which stands out above its neighbors, that advertisement is sure to be properly displayed. It was the contrast between that and its fellows which caused the display, hence, display might properly be called contrast.

There are many ways in which a merchant can secure this display or contrast. The most general methods used are conspicuous types, borders, cuts, trademarks or some special form of set up. Either of these means can be effected in the hands of any one who has made a study of type.

The usual method followed by a printer in setting up an advertisement is to set the body in ordinary newspaper type, with what display words there may be in the body of the advertisement, and then finding a certain amount of space left, set the display line in as large a type as that space will permit. This is obviously a wrong method to follow. It often means that an undue prominence is given to a display heading that makes the body of the advertisement look long and uninteresting. An advertisement of this character can be made one hundred per cent. more attractive, and at the same time more readable if the headline is set in half the space, and the body leaded. (By leaded is meant to have thin strips of metal, called leads, put between the lines, so as to give the printed matter a more open look).

When an advertisement is printed in ordinary newspaper type, across two or more columns, it should be leaded, as it makes it much easier to read. When it is only the width of one column it does not matter so much, as the eye is accustomed to the close lines, but even then when space permits it is better leaded.

An advertisement should never be left to the tender mercies of the printer regarding display. Some indication of the style of display should be given in a dummy. When a merchant does this he must make some effort to master the principles of display, for there is nothing so aggravating to a printer as to be asked to do impossible things with rules and types. He should compare advertisements he sees in his daily reading. He should carefully analyze those that seem good to him to find out just the point that has made the display attractive. He must also carefully calculate the number of words required to fill a certain space, and see that he is not asking his printer to put fifty words in a space capable of containing only half that number.

All display lines should be set in the same style of type, although several different sizes may be used. Many printers, if left to decide this question, will use as many different faces of type as they can, and think that they are doing the merchant a favor by doing so. This kind of hodge-podge is not display, and is really a detraction rather than an attraction in an advertisement. When too many styles of type are used, none are prominent, all seeking prominence.

An advertisement that has too many display lines or sub-heads will present a gray appearance to the eye. One good strong headline, with the body of the advertisement set solid is much more attractive.

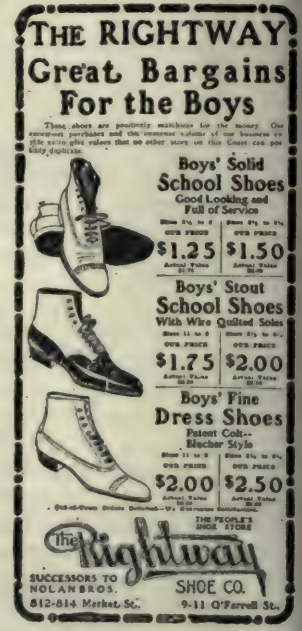
In the Utley advertisement there are too many display lines. The whole advertisement gives one an impression that there were so many things to be emphasized that in the end none were given prominence.

The same might be said of the Rightway Shoe Co's advertisement. The style of the cut is not suited to the shape of the advertisement. A two-column advertisement having a cut running across the columns instead of up and down, as in this case, makes the more attractive display. Had the same number of inches of space been used and covering three columns across, this cut would have been more effectively used.



The ad-writer, too, has made it worse by dividing the remaining column into two with the display adopted.

White space is as attractive as type matter, but should never be used at the expense of interesting and edifying reading matter. In the olden time the printer would allow no little white spaces to show. If there happened to be any of these little white spots appearing he promptly filled them up with some kind of fancy figure or curlicue. These often detracted the reader's attention from the text.

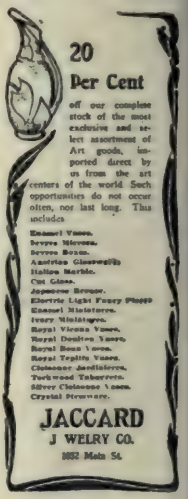


In the Simon Long's Sons' advertisement there is excellent use made of white space. In the first place it is used to set out the illustration. In the second place it is used to throw the firm name into prominence. This is an ideal display.

An advertisement will usually reflect the ideas prevailing in the store, and when it shows taste in its preparation one is sure to find taste in the selection and arrangement of the goods the advertisement represents. A neat article of publicity is stronger than one showing a slovenly make-up. The more attractive a merchant makes his advertisements the more effective they will be as money-makers.



In the Jaccard advertisement we have a tone and dignity that proclaims the store as a store of quality. We have in this advertisement an announcement of a special sale so different from the "Slap! Bang!" style used so often by most stores. The display in this advertisement could not be improved.



In Samter Bros.' advertisement there is a use of white space that is out of the ordinary. The body of the advertisement is placed in one solid column which merely emphasizes the white space alongside of it.

Keely Co. have a very neat display and one that will attract much attention. The



WHO'S YOUR HATTER?

Have you bought your straw hat yet?

We have all kinds from 25c to $6.00 each.

Can't get better hats than what we offer.

We want to be your hatter. We'll be proud of your patronage and we'll warrant you'll stick to us after you buy the first hat.

Think it over today.

We're selling some splendid negligee shirts at $1 and $1.50. Of course, better ones too. See our windows.

Need a bathing suit for your vacation? We have them from $1 to $3 a suit.

Fancy Hosiery, Wash Neckwear, Underwear, Collars, Belts, etc., for Summer.

Lots of hot weather ahead. Better stock up.

SAMTER BROS.

use of rules for borders sets off the text.

The Armstrong advertisement is almost a meaningless waste of space as it appears here. The message might have been just as attractively told in one-third the space and the other two-thirds used to quote items, giving the reader some idea of what the "Gossip of the Town" really was.

Every style of type used in an advertisement should be perfectly legible to the untrained eye. Plain types are best for advertising purposes. The artistic and highly ornamental styles should be left for artistic printing. How many readers with an average education could read an advertisement printed in Old English style type? A great many of them would have to puzzle over some of the capital letters before they could make them out. It is because they are not sufficiently acquainted with the style of letter. Too many display lines set in capital letters should be avoided, because they, too, are hard to read. Lower case letters (small letters) are much more easily read at a glance and should be used wherever possible. For the same reason condensed styles of type should not be used to any extent, although they effect a saving of space where space is valuable.

Our Princeton Shoes

FOR MEN AND BOYS.



Each and every pair is a masterpiece in the art of shoe-making. The shapes, materials and workmanship are the same you see in the higher-priced lines. We have them in all leathers and styles, high and low cut, all toes, from the real narrow to wide, foot-form shapes.

EVERY PAIR HAS "ROCK OAK" SOLES.

Men's Princetons, . . $3.50

Boys' Sizes, 2½ to 6, . . $2.50

Boys' Sizes, 9 to 13½, . . $2.00



NOTE—We are exclusive Cincinnati Agents for Hanan & Sons' Celebrated Footwear for Men and Women—$5.00, $4.00 and $3.00.

The Mabley & Carew Co

SHOES - - $2.48



Hundreds of Atlanta's wise buyers have secured $3.00 and $3.50 Shoes at $2.48 during this special sale The offer will be continued balance of this week. The collection includes the best and latest styles in Shoes of vici kid with plain or patent tip, of patent kid and patent colt, of tan Russia calf and brown vici kid

There are heavy weights for bad weather, medium weights for street and general wear, light weights for dress—blucher cut and plain lace—welt soles and turned soles. Every pair in the entire line is new, fresh stock—all are from leading manufacturers—and the assortment is complete, including all sizes and all widths.

Closing Out All Felt Slippers at Cost



KEELY CO.

There used to be some cunning advertisers who sought notice by having their advertisements printed upside down. Now, a generation ago it would attract the attention of children (did it ever sell goods, do you think?), but to-day even the children would pass it by. The same remarks apply to the advertisement set sideways. The merchant should be as original as he can, but in newer ways than these.

A border is a very effective means of giving display to a small advertisement, and should always be used. These borders should never be of the fancy order. Plainer and heavier borders are best for newspaper advertisements.

Italics, moderately used, denote emphasis. But when every other word of a story is printed in italics the effect is neutral, since the words in Roman are as prominent as those printed in italics. The same applies to the use of display words in the body of an advertisement. When used moderately, the effect is to give certain parts of the advertisement more emphasis than the

GOSSIP OF THE TOWN

ARMSTRONG'S

Removal Sale of Good Furniture

206-208-210 PEACHTREE

others. When immoderately used, their use in effect amounts to no display whatever, since the parts not intended to be displayed receive as much prominence as the parts intended to be displayed.

In the Mabley & Carew Co's advertisement there is an extravagant use of rules. Every line in the advertisement is underscored. The style of display would have been excellent if these rules had been omitted from the body of the advertisement and used only under the headlines.

Compare the advertisements of Cammeyer and the Duff & Repp Furniture Co. In the shoe advertisement there is nothing for the eye to catch hold of except the name.



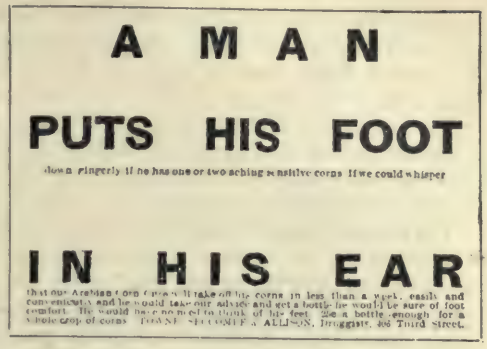


Those who are in want of shoes and know of this establishment might try to read this advertisement from the beginning, and then again they might not. There are so many display lines all seeking prominence that none are prominent. In the Furniture Co.'s advertisement the headline stands out good and clear, and no one glancing over the page could miss it. The prices are well displayed and the offerings plainly stated.

Attractiveness does not always mean elaborate design, variety in type faces, nor gingerbread ornamentation. Advertisements should be written and displayed so that they, from their simplicity, the style of type, position and everything else invite perusal. This is the secret of technical attractiveness, not gingerbread type effects.

"The ideal display of an advertisement," says one writer, "is one in which the sequence of thought is preserved; the point which first appeals to the reader will first meet his eye. It tells the best part of the story in the first few lines. It brings in the subordinate points in proper order and size, according to their importance. It is easily read, not tiresome, not too light, but to a certain extent it agrees with the weight of the subject. It treats of dainty things in dainty displays, of sterner things in bolder type. It has no useless divisions, no superfluous panels, nothing that detracts from the advertising value of the advertisement. It does not emphasize the price beyond all reason, as if that were all the reader cared for. It does not emphasize every important word, as if the reader could not otherwise understand. It is always dignified, never flippant, never peculiar. It

has margins, spaces, and distances that reflect thought and convey a meaning to the artistic sense, but never thrown in at random."



Every writer of advertisements should read and re-read the above paragraph. Even if he learned it "off by heart," as we used to say in our younger days, he would never know its truths too well.

Fortunately for the wholesale houses there are but few merchants left who advertise corn cures by stating that "a man puts his foot in his ear." Little need be said of this, and that little is—it is all wrong. This method of display is obsolete. *Requiescat in pace.*

For the purpose of aiding the merchant to secure better display we have shown elsewhere in this volume a large number of type styles, borders, etc. It must not be supposed that they can all be found in every newspaper plant, but styles closely resembling the better ones may be.

CHAPTER XI

PUFFS, READING NOTICES, WANT ADVERTISEMENTS, ETC.

READING notices are of more value to the retail merchant than is usually conceded by experts. But even among merchants who have gone into that kind of advertising there is apt to be a diversity of opinion as to their value, yet they continue to use them.

A reading notice of any kind has a certain amount of value because the public reads them as matters of news and not as items of advertising. If the sentiment expressed is of any value the reading notice will be valuable also.

The reading notice goes to the reader as a particular view of the editor of the paper and, as such, may have more weight than if the same ideas were expressed over the merchant's own name in the advertising columns. This extra weight depends upon the paper and its prestige to some extent.

Here is an advertisement that recently appeared in several places among the news items of a local daily:

"White does good shoe repairing." tf.

Now this reading notice has all the earmarks of an advertisement and does not pose as anything else. It will be read because it is short and the sentiment expressed is quickly taken in by the reader. As such it is good advertising.

But suppose there had appeared an item like this:

> "'Doc' Smith will sue the city. While walking down Main street this morning his foot caught between two rotten boards of the walk, causing a severe sprain of his right ankle. Had the sole of his shoe not come off the result would have been even more serious. This took place in front of White's, and the doctor entered to have his shoes repaired. He even told White that it was a put up job on the public so that they would have to have their shoes repaired. The doctor left the store in good humor, his shoes as good as new. Look out for the suit."

This item would have appeared as news in the column of local happenings. It would have been read as news, the advertising being taken in at the same time. It would have cost more to print, but in a larger proportion to the cost would have been its advertising value.

There are a great many things occurring in the store that are worthy of local mention and should be brought to the attention of the public. New goods arriving, special styles being offered, changes in the store and in the staff. All these have value when a merchant is locally known.

The local merchant often feels that as a large user of advertising space he is entitled to considerable free reading notices. He often gets them, but where he gets them free his competitor gets them free also. Free things are apt to be of little value or are in reality often being paid for far beyond their actual worth.

The merchant is no more entitled to free reading notices, unless it is a part of the contract, than the editor of the paper is entitled to free groceries or shoes. The space in the paper is the publisher's stock in trade, and is for sale at a certain price just the same as the merchant's stock is for sale. It is as reasonable for the one to expect free groceries whenever he requires them as for the other to expect free reading notices.

A reading notice when given purely as a news item is of much more value than a "reader" that everyone knows is an advertisement. When given as a news item it should have none of the earmarks of the advertisement about it.

Some years ago the medical advertiser used reading notices very freely. Small and large spaces were used. Sometimes the item was disguised as a telegraphic dispatch. There was usually a display headline, sometimes two or three. Then the city from which the dispatch was supposed to come was given and the date. These headlines were usually of the "yellow" order, and every-day happenings all over the country contributed to these sensational and startling items. The first few lines when read were apparently real news, but the item soon developed into an advertisement of some medicine. That kind of advertising is positively of no value to-day. People who read such items are mad at themselves for being caught, mad at the paper for printing the hidden advertisement, and mad at the advertiser for tricking them into reading his advertisement.

Such advertisements are still being used, but they are usually on a more quiet order. The element of sensationalism is usually omitted. Here is one that starts out with a misleading headline but which at the same time is a legitimate one for such an advertisement:

A SUCCESSFUL HORSEMAN

Never allows his horse to suffer pain. He always uses Nerviline, which is noted for curing stiffness, rheumatism, swellings and strains. Nerviline is just as good inside as outside. For cramps, colic, and internal pain it's a perfect marvel. In the good racing stables Nerviline is always used, because it makes better horses and smaller veterinary bills. Twenty-five cents buys a large bottle of Nerviline; try it.

In the two following specimens it is clearly shown at the start that the items are advertisements. The headlines are made to arouse curiosity in the reader's mind, and thus secure a reading.

THIS MEDICINE IS BREATHED.

That's why it is sure to cure Catarrh. You see, it goes direct to the source of the disease—its healing vapor repairs the damage caused by catarrhal inflammation. "Catarrhozone" always cures because it goes into those tiny cells and passages that ordinary remedies can't reach, goes where the disease actually is. Impossible for "Catarrhozone" to fail, as many doctors will tell you. Don't be misled into thinking there is anything so good as "Catarrhozone"—use it and you'll soon say good-by to catarrh.

GOT HIS HAIR BACK.

WAS PERFECTLY BALD WHEN HE STARTED TO USE NEWBRO'S HERPICIDE.

Frederick Manuell, Maryland block, Butte, Montana, bought a bottle of Newbro's Herpicide, April 6, '99, and began to use it for entire baldness. The hair follicles in his scalp were not dead, and in twenty days he had hair all over his head. On July 2 he writes, "and to-day my hair is as thick and luxuriant as any one could wish." Newbro's Herpicide works on an old principle and with a new discovery—destroy the cause and you remove the effect. Herpicide destroys the germ that causes dandruff, falling hair, and finally baldness, so that with the cause gone the effect cannot remain. Stops falling hair at once and a new growth starts. Sold by leading druggists. Send 10c. in stamps for sample to the Herpicide Co., Detroit, Mich.

F. H. Laing, druggist, No. 7 Sandwich street, west, special agent.

The retailer might safely use items similar to the last two shown above, but it is hardly wise to use one in which the heading disguises the advertisement.

Considerable care should be used in preparing "readers" that are to appear as news matter that the personal pronouns do not give the advertiser away. All news items are written in the third person, and one written in the first person will be immediately "spotted" as an advertisement.

Take the following:

"Mr. Geo. White, who has lately come to Detroit from Washington, has opened up a shoe store at 83 Main street. Mr. White has an almost national reputation as manager of the celebrated Royal Shoe Store in Washington, where he sold footwear to many of the leading statesmen of the country, and established a reputation of being a thorough shoe man. People in Detroit who want exactly fitting shoes will do well to give me a call."

The one little "me" in the last sentence gives the whole thing away and marks this as a paid advertisement. Mr. White is a stranger in Detroit, and as a stranger his statements have little weight. Had the word "him" appeared instead of "me" the advertisement would have passed as a news item and the public would have taken the word of the paper at its full value. The prestige of the paper would have been behind the whole statement.

Some of the smaller papers make considerable revenue out of "readers" or "puffs." In one paper there will be a column headed "Briefs and Brevities." Into this column all the local reading notices are dumped. A few stale jokes are then interspersed among them. Keep out of that column if you have to pay double rates. It's sure to be a column of the newspaper that is never read. Readers of papers do not approve of paid advertising appearing among news items, so don't go against their wishes.

The notice that appears among good, live local happenings has far more value, but even here if the "local happenings" column is usually two-thirds advertising matter and the other third news items the advertiser will derive but little value. Readers have become so used to looking for those little advertisements—so that they can skip them—that they have arrived at an adeptness that would be scarcely credited. They can skip the advertising item and read the news item without the least trouble or hesitation.

Here is a portion of a column taken from a country weekly which is made up of live news items and paid advertisements for local merchants. The advertising items are of the newsy sort, and will be read along with the rest of the news. Are they of any value?

TOWN AND VICINITY

Fresh bread at the Klondike.

New bulk and package seeds. C. P. Powell.

Town council meets on Monday evening next.

Ivan J. Russell, of Toronto, visited in town on Friday.

Ernest Maxwell, of Windsor, was in town on Monday.

Mr. and Mrs. I. Fisher, of Kingsville, spent Sunday with friends in town.

The Just Wright shoe, the correct American shape and style, at Chatterton's.

A good second-hand organ for sale cheap. Inquire of L. L. Barber, Essex.

Crossley & Hunter, evangelists, are now conducting revival services in Kingsville.

Spring opening of bonnets and hats for children all ages up to 10 years. May's Bazaar.

William, son of Rev. W. F. Cuthbert, has been quite ill with pneumonia but is improving.

Comber and Harrow will celebrate Dominion Day while Leamington and Windsor will celebrate Victoria Day.

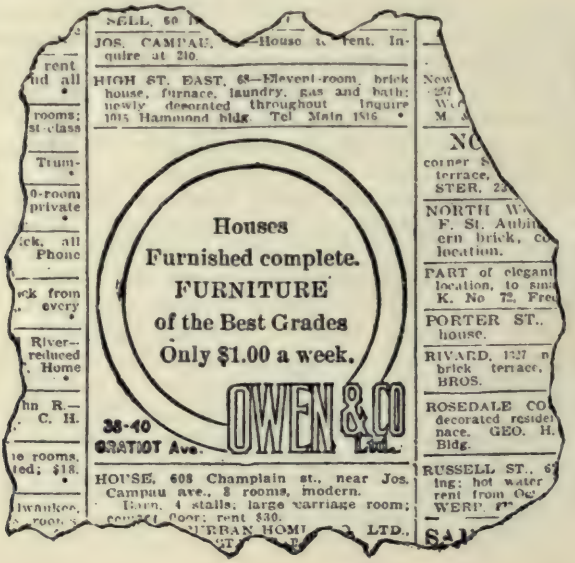
Chatterton has just received a large stock of Winn & Co's shoes for children. These goods cannot be beaten for good wearing qualities.

Half a dozen shoe corn planters, taken in exchange on disc planters, nearly as good as new, for sale. Jacob Mitchell, South Woodslee.

Harry Daykin and wife spent Sunday last in Leamington, Mr. Daykin rendering a solo at the evening service in the Methodist church in that town.

Compare these items with the one given below. It is an advertisement pure and simple, and as such it will be looked upon by all readers:

I make men's clothes that express excellence and lend dignity. Fine spring stock now ready for inspection, at prices the very lowest. Suits from $18 up. E. H. Gregory & Co., Walkerville. 91-tf.



The items appearing in the local column are of more value because they at least will be read.

In the larger cities merchants can use the classified advertising columns of the newspapers of the city with considerable certainty of getting an adequate return upon their

FOR SALE—MISCELLANEOUS. FOR SALE—MISCELLANEOUS.

Bridge Specialist

There's the mouth with the three or four broken teeth that needs the care of our Bridge specialist, which work has never been beaten. We insist on the most exacting, painstaking care with every patient.

Bridge Work from $2.50 to $3.50, really worth $4 to $8—the prices charged in most parlors.

Twenty years' bona fide guarantee.

If you're short of money and want us to arrange easy payments we're willing to do so. Won't try to argue you into anything you don't want.

BEST DENTISTS CO., (Inc.)

54 Grand River Avenue.

cost. Usually advertisements in these columns are accepted at about one cent per word so that considerable advertising can be done there for little money. Where Sunday editions are printed these should always be used.

It is not necessary to disguise a liner advertisement, although it sometimes pays to do so. The "For Sale" column can always be used to offer special values. They can be used as bait to bring customers to the store. When that is accomplished the merchant must rely upon his treatment of the customer and the worth of the article sold as sufficient inducement for him to return and make further purchases.

Many of the metropolitan papers allow a certain amount of display in their advertising columns. We reproduce a display advertisement of Owen & Co., Ltd., that appeared in a Sunday issue of the Detroit *Free Press*. Note how it stands out from among the classified reading advertisements. The two inches used there is likely to be more often read than six inches would be that was hidden among several columns of display advertising.

In the same paper there also appeared the advertisements of Best Dentist's Co. and Hauger's. These also appeared among the liner columns and shows how easily these columns can be used by retailers situated in the larger cities.

The Best Dentists' Co's advertisement is an excellent one both from the point of display and text matter. The Hauger's advertisement is rather uninviting because it is set solid. Had this same amount of space been used and made up into about three advertisements instead of one, the same information could have been given three times in three different places on the page.

HAUGER'S

Hauger's offerings for this week comprise some of the best we have ever shown, and persons who have never investigated our proposition certainly have little consideration for us. But if you would take time you would certainly place your business with us.

We give you values at $9.99 that downtown merchants must get $15 or more for in order to pay their high running expenses. WE ECONOMIZE IN EVERYTHING. QUICK SALES and SMALL PROFITS. We save you money on every purchase, so get wise with the thousands who are already wearing our clothes.

We manufacture all our own clothes, DIRECT FROM MAKER TO WEARER.

We are showing a Blue Fulton Serge, cut in double and single breasted, that is worth $15 in any sother store in your city. Ours $9.99.

The only clothing house in Detroit where you are not ROBBED EVERYONE BUYS ALIKE. See the many patterns we show. Get the saving habit and trade at Hauger's.

HAUGER'S $9.99 Suit and Overcoat House,

151 GRATIOT AVE.

Other stores: Indianapolis, Dayton, Columbus, Louisville.

"Write-ups" are of little value when appearing in special editions. When prepared by fakirs who do not reside in the town or city they should be frowned down on. When they are to be written for a special edition that the publishers are bringing out themselves, the advertiser owes it to himself to be represented there even if little value in returns can be expected. A genuine write-up of the store every three or four months, if made newsy and readable, will prove good advertising, as it will help to make the readers of the paper feel as though they were better acquainted with the firm whose business is being laid before them from time to time. No direct returns can be expected from this kind of advertising. It is merely helping to make the firm better known and widening the range of prospective customers.

Direct returns may be had from readers that appear as direct advertisements, such as

> "Brown Bros. are offering 500 pairs of men's shoes in sizes 6 and 7 only at one-half the regular selling prices. Only 2 pairs to any one customer. Regular $5, $4 and $3 shoes at half price."

Such an advertisement will sell shoes whether it appears in the classified columns, as a reading notice, or as a display advertisement.

Disguised advertising must never be expected to bring direct returns. In time the returns will come, but the merchant must not depend upon the reading notice alone. If he does he is losing an opportunity to do more business.

CHAPTER XII

CLASSES OF BUYERS

THE newspaper advertisement should perform the functions of a salesman—it should sell goods. We are presuming now that the advertisement is one intended to influence direct trade. It is complete, in headline, introduction, description of article and price. It is written for the special purpose of selling the particular article advertised. If such an advertisement does not sell the goods it is a flat failure.

It is a failure for one of three reasons: It does not advertise salable goods; the price is not right; it does not reach the right class of buyers. If a merchant advertises mining shoes at a seaside resort he is advertising unsalable goods. If he advertises an article that usually sells for $2.50, and asks $3.50 for it the price is not right. If he advertises women's clothing in a clubman's paper he is advertising to the wrong class of buyers, even though men may occasionally buy women's clothing.

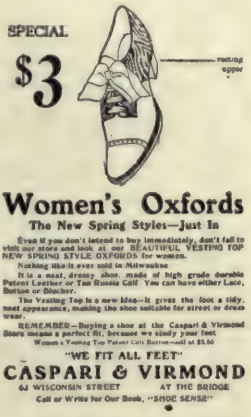
The argument used to influence one class of buyers will not convince another. It is necessary then for the advertiser to study closely the class of buyers he wishes to reach, and determine just the kind of arguments that will appeal most strongly to them.

A salesman will not use the same tactics in conducting a sale with all his customers. If he did he would hardly be considered a good salesman. With one class he will point out the beautiful and artistic points of the article, and appeal to their tastes, with another he will dilate upon the wearing qualities, and appeal to their sense of economy, and to still another class he will point out just how becoming the article in question will be for them, and appeal to their vanity. One class he will flatter, another he will coax and still another he will drive.

The advertiser must follow these lines pretty closely in his advertisements. The class of buyers who must be coaxed will not be influenced by an advertisement intended to drive the timid into making a purchase.

There are two very distinct classes an advertiser desires to reach—those who need goods and must have them, and those who do not but may be persuaded to purchase.

It is not difficult to advertise to the former class; low prices and high quality will generally influence them. They are looking for necessities and want a certain quality at the lowest possible price. The advertiser's share of their business will depend largely upon what competition he has and how he meets it. If he emphasizes the quality and price in stronger and more convincing terms than his competitors do, the business is his, providing always that he has the goods to back up his printed statements.



It is not difficult to sell an article of necessity for which there is a regular demand. It must be tastily shown in the store; it must be fully described in the advertisement; its value and price must be temptingly told—that is all.

The class that has to be persuaded that they require a certain article is the hardest to reach. A demand for the article must be created by educational advertising. They must be told how desirable the article is and why it is desirable. They must be shown that they really require such an article even though up to that time they had not realized that fact.

In the case of some article of a newer style, such as vesting top oxfords and shoes, the advertisement of Caspari & Virmond has struck the right note. The desirability of these shoes is shown and the curiosity of woman is aroused. An investigation is sure to result in a sale.

Special values can be so convincingly put forth that the reader, though not requiring the articles at the time, will see the advisability of buying them. The future need will arise, and a saving on price will induce many to purchase before the actual need arises. This is easily illustrated by the methods of department stores. Many of them will have a woolen blanket sale in midsummer. The housewife, knowing the usefulness of the article, and being convinced that she is saving by purchasing against future needs makes her purchases. Perhaps if the purchase had been delayed until the winter season had arrived, the circumstances would have been so altered that she could not have made the purchase at all.



Almost any kind of an advertisement will sell $3 hats at a dollar. Only let the people know of it, and produce the goods, and sales will be plentiful. But it is more difficult to sell $3 hats for three dollars in hard cash. It is advertising that will do that, in the face of competition trying to do the same thing, that the retailer should write. He cannot write paying advertisements without the proper study of the different classes he intends to reach.

A prosperous merchant once said, "Anyone can sell a man what he wants, but it takes a salesman to sell him what he does not want." The aim of many of the best advertisements is to sell a man what he does not need or thinks he does not want.

The advertisement that will reach the pockets of the class that has to be persuaded that they require a certain article must be worded with considerable skill. It must give substantial reasons why the reader needs the article advertised. If no such reasons exist they must be created, so far as to convince him that he ought to buy.

Unless the advertisement is convincing it is of little use in drawing trade. Take the Goddard, Kelly Shoe Co's advertisement. Here is an advertisement that is intended

mainly to educate the mother on the children's shoe question. Note this: "They are smooth and flexible and do not burn or tire the feet." The smoothness and flexibility refer to the inner soles, but it does not say so. The whole text is composed of mere general statements that will not convince. There is no "reason why" given.



The advertisement intended to persuade men and women to try new lines of goods must be exceptionally clever. These people are satisfied with the lines being used. The copy that will reach them must clearly show up the strong points of the product advertised, and at the same time point out in an inoffensive manner the weak points of the other makes.

Buyers may also be divided into two classes, as follows: The one consisting of persons whose selections are governed by fashion as represented in the style and pattern in vogue at the time; the other, of those who regard quality and cheapness the controlling inducements to purchase.

To get the attention of the first class the advertisement must present the kind of matter that will make prominent the fashionable side of dress. It must dilate upon the article from its desirability, from the point of fashion. It must point out its vogue in large centers and its use by persons of prominence and respectability.

The second class, on the other hand, do not care so much about fashion as they do about the value of the article for the price. If it is fashionable, as well as cheap, so much the better. A good article in a staple style is more preferred by this class than a poor one made after the prevailing fashions of the hour.

A suggestion to the former class may often prove sufficient, but the facts must be adroitly hammered into the minds of the latter.

In the Gerretson Silk Co's advertisement we have the advertiser suggesting materials in vogue that are exclusive in patterns and coloring. Such an advertisement will sell goods to the wealthy class of buyers, buyers who want "the proper thing."

The same advertisement might be so worded as to appeal to the class that want quality, by harping upon the high quality of these exclusive wash goods and quoting prices.

The Bedell advertisement is intended to reach the class who are always looking for goods at lower prices than they should be. Both advertisements are good, but they are of two distinct types.



Buyers may also be divided into two other classes, viz., men and women. The advertisement directed to the women readers must invariably give more detail than that printed for the eyes of the men. Women like lots of detail—men dread it. Women are more suspicious of advertising statements than men. The woman always wants to know the "reason why" before she can be persuaded to believe what is said. Men will accept as true any statement that does not appear false and when examining the article advertised

uses his own judgment as to its value. The advertisement exploiting women's dress should be replete with detail. It is quite different with the masculine member of the genus homo. He wants to know what the goods are made of, and the style, but he is not so particular as to the number of stitches used in its manufacture. There is more humor in his composition, consequently a joke or a "wee bit" humor will often help the advertiser. A bright, snappy story is what the man wants in the advertisement, and the advertiser should study to give him what he likes. Women are much more serious, and an advertisement to convince them must be serious and informative.



Simpson Crawford Co.

SIXTH AVE. 19TH TO 20TH STREETS

Foreign & domestic wash goods sensationally priced

THIS sale will surely establish a new selling record in wash goods—a new bargain epoch—such values have no parallel in the history of our store. The purchase was so large—the assortment so varied—that we're going to make this a great two day sale—a memorable occasion that will mark this event as the *one time* when high grade foreign and domestic wash goods were sold right at the height of the wash goods season at the lowest prices ever quoted. Main floor.

19c 15,000 Yards of sheer Summer wash goods including the season's most popular and most wanted fabrics, at 25 to 33⅓ per cent. less than regular prices. 19c

Not old, passe styles, but new, fresh, up-to-the-minute goods, such as French voilings in plain shades, as well as checks and plaids now so popular, and also dotty, some have the French roll effect — very smart and dainty, and the correct fabrics for fashionable Summer gowns. Fashion says these fabrics are correct for you to wear this Summer.

To augment this great sale we offer the following bargains:

Washable voiles in plain shades, ivory, tan, brown, pale blue, black 9c

Canvas suitings in plain shades—look like linen—white, tan, slate, brown, light blue, black 9c

Fine batiste and imported dimities, floral effects—lace effects—medium and dark colors 9c

Can you use black materials in plain weaves—also fancy madras effects? If so, you can buy 25c. to 35c. goods at 9c

Mercerized Sateen black and white checks—look like the imported 35c washable fabrics—a 9c

32-in. Shirting Madras, value 15c.—at yard 10c

Fine batiste, dotted muslin, dimities, in all the newest and best designs—mostly floral and the large dots—in the newest greens, lavenders and champagne—yard 12½c

Silk muslin—36 inches wide—chiffon finish—in all shades—yd 12½c

Best quality ginghams, staple as a gold dollar—checks, stripes, plaids 9c

Newest Etamine voile, open weaves—in dress good designs—checks, plaids, stripes—all fast colors—stylish even if the price is only 9c

A great sale of domestic goods, good, staple dress ginghams—60c. value—yard 5c

Chambrays, good coloring, 27 inches wide—yard 6c

Silk organdies—newest French floral designs on white grounds—with pretty coloring—yard 25c

French printed dress nets—yard wide—floral designs—yard 29c

India linon and Persian lawn—both finish, at 7½c and 12½c

Persian mull, at, yd 19c

Dotted swisses—also fancy designs—yard 19c

Piques, duck suitings—white only—excellent quality—yard 19c

Waist materials—in medium and sheer fabrics—lace effects—mercerized finish—large assortment—yard ..... 25c and 19c

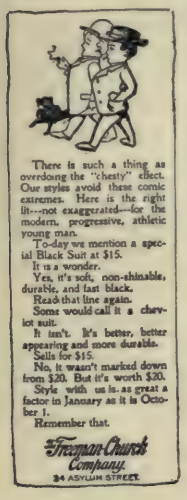
St. Gall embroidered white Swisses, mostly in dots—at yard, 38c and 29c

Liberty gauze—white or ivory—for graduation gowns—yard 48c

French organdies — white—60 to 70 in. wide—here the fine chiffon finish—yard ..... 29c and 25c

The Simpson Crawford Co's advertisement is a fair example of the kind of advertisements women like to read. Every word of such an advertisement will be devoured before breakfast—every price mentally commented upon.

The advertisements of the Freeman-Church Company and of the Palace Clothing Co. are the kind men will read and put their faith in. They give enough detail and enough information for most men. The advertisement of the Freeman-Church Company is written in a snappy manner, while the Palace Clothing Co. stick closely to a plain statement of facts. Both styles are good.



There is such a thing as overdoing the "chesty" effect. Our styles avoid these comic extremes. Here is the right fit—not exaggerated—for the modern, progressive, athletic young man.

To-day we mention a special Black Suit at $15.

It is a wonder.

Yes, it's soft, non-shinable, durable, and fast black.

Read that line again.

Some would call it a chevriot suit.

It isn't. It's better, better appearing and more durable.

Sells for $15.

No, it wasn't marked down from $20. But it's worth $20.

Style with us is as great a factor in January as it is October 1.

Remember that.

Freeman-Church Company

34 ASYLUM STREET

It is perhaps more difficult to advertise successfully to women than to men. They are much more critical of both the articles offered and the manner in which the offering is presented.

The advertiser who wishes to succeed in advertising to women must study women. He must not only study her from a social standpoint, but from behind the counter in the store. He must note the points of the articles to be offered that draws her attention to them. He must note her impressions of the style, how she regards the price, etc.



Buy $1 Shirts Here To-Day

Only 55c

We closed out from a well known New York manufacturer all his stock on hand, also his traveling men's samples. They are all small quantities of each pattern, but plenty of your size to select from. In all there are about 500 dozen, including stiff and soft bosom. In both light and dark patterns. Everyone will be buying $1 Shirts here to-day at only

55c

THE PALACE

There will be many readers of this chapter who will say, "If a man advertises an article in a plain, straightforward way it is all that is necessary." They are wrong, and with but little study of the matter they can soon convince themselves that advertising is more than plain statements. In fact, the writer is convinced that there is more in this subject of "classes of buyers" than is usually believed, even among experts.

CHAPTER XIII

TIMELINESS IN ADVERTISING

ADVERTISING is no exception to the rule that there is "a time for everything." To be effective and operative an advertisement must be timely. We can pick up almost any newspaper and find one or more untimely advertisements. It is surprising the number that are so ill-timed. Chritsmas advertisements may be found in January papers, summer goods are advertised as cool and comfortable in October. An advertisement that appeared in a Burlington, N. J. paper dated January 10th, read:

> "Holiday buying is now well under way at Blank Bros.' store, 204 High street, Burlington. They offer Morris chairs, rockers, hall racks, handsome framed engravings, pictures and frames, oil heaters, couches, and a great big list of other articles suitable for holiday gifts. Special offer—25 trolley tickets free to every customer who buys $10 worth. A pound of fine candy free to every customer who buys $1 worth of Christmas toys."

This advertisement occupied ten good inches of space which Blank Bros. were paying for. It was not only a waste of money but a positive detriment to that store. Many of the readers of that paper, no doubt, made a mental note of the "unprogressiveness" of that firm. Such a method of advertising is more harmful than otherwise. The good it may have done before the holidays was more than counterbalanced by the harm it did after that time.



SCHOOL AGAIN

There are certain lines of goods that can only be exploited profitably in their season. Straw hats cannot be sold in winter no matter what the price set upon them. The season for selling straw hats is usually short. The advertising of straw hats must be done during that season or not at all. This is only one instance of lines that can only be profitably advertised in their season. There are several others. But there are many lines that can be profitably advertised at any time, although of use only in certain seasons of the year. Coal, for instance, is used principally for heating purposes during the cold weather, yet coal can be sold at any time of the year. During the "strike talk" in the spring of 1906 there were many tons of coal sold, at advanced prices, for consumption during the following winter. The coal dealers who seized the opportunity that presented itself for timely advertising profited from the fact that a strike was imminent.

Sometimes public events of a quiet nature lend themselves to the demand for certain articles that are little called for when these events have passed. The advertiser of these articles who follows the example of the "early worm" on such occasions is apt to find his account in it. When Lord Beaconsfield's birthday arrives in England the demand for the primrose, which was his favorite flower, is great. Presumably the enterprising florists are prepared to meet it, but those who sell the most primroses will be the ones who have chosen the proper moment in which to publish and parade their goods.

To put forward another instance: Suppose some great occasion brought thousands together to engage in a special programme of exercises at Lincoln's grave. All the papers in the country would be obliged to make prominent news of the event. A publisher, therefore, who has either an old or a new life of Lincoln should make a prompt effort to catch the force of this public attention —not only in disseminating publicity concerning this volume among the assembled citizens but in the press at large, for the whole country when such an affair is uppermost could then be most effectively reached.

In retail advertising there are six great seasons to be considered. They are, in the order named, Easter, Spring, Summer, Fall, Winter and Christmas.

These seasons require special efforts on the part of the advertiser. His Easter advertisements should proclaim the idea of something new. His spring advertisements should herald the opening of new goods. Summer advertisements should impress upon tired and perspiring humanity the beauty and comfort of the summer lines. Fall and winter advertisements should remark the stability and wear-resisting qualities of the goods, and Christmas advertisements should burst forth with thoughts of "peace on earth, good will towards man."



AN EASTER LILY

Some merchants seem to think that because they do a good business at these seasons of the year that they need pay but scant attention to their advertisements between seasons. While we believe it is far more profitable for the merchant to do more advertising at a season when people are in a buying mood, we think it just as advisable to make an extra effort when it requires a club to make them buy. The best club to use is advertising.



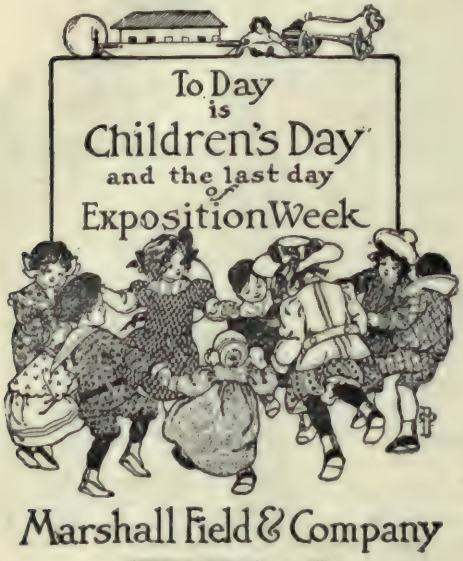
A JUNE BRIDE

The Easter season should be made the most of by retailers of everything wearable, as it is a general time for new things. Nearly every one has some lurking superstition about the luck of having something new to wear at Easter. It's the advertising retailer who does the largest Easter business. He gets the cream of the trade at that time, the non-advertiser gets the skim milk, and mighty blue it is sometimes.

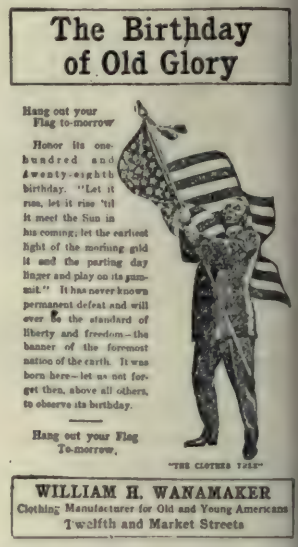
Selling a woman her Easter footwear means to the retailer more than the profit he may make on the single transaction, for the merchant who sells Easter shoes to a woman stands the biggest kind of a chance of selling her every shoe she wears during the whole year. Still more than that, he may capture the trade of the customer's dearest friends, for a woman will talk about the things she buys. "A satisfied customer is a store's best advertisement."

The spring season is sometimes dwarfed by the

fact that Easter comes so close to it, nevertheless, after the Easter campaign is over, then comes that of spring. During this season the merchant should keep the beauties of the new styles continually before the people. He should present some new thing in each



CHILDRENS' DAY



THE GLORIOUS FOURTH

advertisement, and if he runs short of new styles to tell about, he should present them all over again, one at a time, in a new light.

During the summer he must use all the ingenuity at his command. He must dilate upon the seasonableness of his summer lines; tell how comfortable and cool they are, and how sightly. He should make special inducements during the dog days. At that time he should let prices talk. Where he relied upon seasonableness for his Easter and spring arguments he must now rely upon cheapness of price.



THE HORSE SHOW



May 29th.

What's on for Decoration Day? No better day made to put on a new straw hat, no better straws made than YOUNG'S. Eight Young's stores at your service all day Tuesday (Stores closed Wednesday).

$2.00 and up.

605-7-9 Broadway, corner Houston St.
199 Broadway, near Day St. | 1359 Broadway, near 36th St.
849 Broadway, near 14th St. | 500 Fifth Ave., near 42d St.
1597 Broadway, near 28th St. | 99 Nassau, near Fulton St.
Only Brooklyn Store, 375 Fulton St., opp. City Hall.

DECORATION DAY

The fall season is more marked in the advertising campaigns of some merchants than in others. The nature of the goods carried makes this necessary. The weather often has a great deal to do with it.

In September the dry goods merchant is busy cutting dress lengths, whether the season be fine or wet. The shoe merchant quietly awaits his turn, while the weather continues fine and dry. But let the month set in cold and wet, and the canvas oxfords and tan outing shoes are quickly exchanged for the new fall styles.

While it depends upon the weather, to a certain extent, when the fall selling sets in, the shoeman cannot afford to be backward with his advertising. He must follow it up day by day, with his story of the new styles, their nobby appearance, and their fitting qualities.

In the winter season, too, the character of the merchandise carried affects the sales. Furs sell on sight, while wall paper must be particularly required or it must wait till spring for a purchaser. Yet continued and convincing advertising will sell the most unseasonable goods. Not in large quantities, but for small favors let us be thankful. Shoes for evening wear and heavy lines for heavy weather are the lines for the foot-furnisher to push.



A JOLLY "SANTA"

The clothier pushes overcoats now almost to the exclusion of suits. The department store exploits cloaks and furs and tailored suits almost forgetting dress goods and kindred lines.
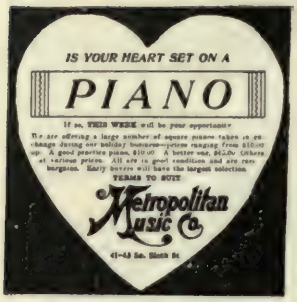
The Christmas and Holiday season is one that most retailers find particularly resultful in sales. There is hardly any line that cannot be pushed at this season of the year as gifts. The camera man may not sell many cameras during November, but with the coming of December his business becomes brisk again provided he takes advantage of the timeliness of the season and advertises cameras as suitable Christmas gifts. At this season both young and old are on the lookout for something appropriate for the season. Useful gifts of late years are taking the place of the useless things that were formerly exchanged among friends as a remembrance of the season. Advertising brought about the change.



THANKSGIVING

At this season particularly should extra large spaces be used in the newspapers by the retailer. His story is long and he has so short a time in which to tell it that he cannot afford to have any of it missed.

There should be a lot of life thrown into the holiday advertising campaign. It is at best crowded into a few days' selling. The public should be continually urged to make early purchases, the argument of "better choice" being presented. In this way, the selling season for holiday goods can be expanded by a few days. But few will make purchases before December 1st, but from then until midnight on Christmas Eve the purchasing crowd will gradually increase until congestion comes on the 24th, and then—it's all over. But even then the merchant should make a last effort to clean up on holiday lines by cutting the price deeply for those desiring to purchase gifts for New Year's. The average merchant in the smaller cities is backward about spending money for advertising space in what he is pleased to term the dull seasons of the year. He has been led to believe that there is a dull season; it has been bred into his bone, and taught him from his youth up and he does his best to carry out the tradition. He tells everyone that "business is flat." He stops advertising. He becomes lax in



ST. VALENTINE'S DAY

the conduct of his business. He and his clerks are listless. Everything soon points to inactivity.

He waits until business prospects are better before using the newspapers again in the hope that he will get a larger return for his investment. Some there are who do not entirely cease advertising but they might better do so. They will leave an untimely advertisement standing for weeks at a time. This class expect to do a little all the time and are out for all they can get. But they do not take much interest in telling the people what to buy. They are even forgetful that the public needs reminding constantly of the store and its merchandise.

When he expects a busy season he takes a large space to try to overcome the effect of his apathy during his dull season. This sort of advertising is as expensive as continuous advertising and not so effective. Now that the newspaper will allow advertisements to be changed every issue the merchant should show enough interest in them to tell his story in a bright and cheerful way. He should get his store talked about. He should make it the headquarters for those seeking values.



THANKSGIVING

Methods of advertising have materially changed in the past few years. Ten years ago the summer season, beginning in June, saw a reduction in advertising space. The feeling prevailed that it was the dull season of the year and that people would not buy, as they were about to begin the vacation season. Shrewd advertisers saw their chance and advertised more liberally than had been the custom. Competition was sharp and there was a struggle for what money there was afloat. The idea has grown, and now the man who wants the buyers to come to him has to be as sharp in calling attention to his wares during the summer season, as he has at any other time of the year. Given a good medium, the man who advertises all the year around is the man who has the largest measure of success.

Besides the seasons mentioned above the retail advertiser has other important events worthy of his attention. Public holidays are being more regularly celebrated than ever before, and the retailers of many lines can make capital out of them. The principal holidays and events of importance are:

New Year's Day.	April Fool's Day.	Fourth of July.
Lincoln's Birthday.	May Day.	Summer vacation.
Washington's Birthday.	Decoration Day.	Labor Day.
St. Patrick's Day.	June weddings.	Thanksgiving Day.
Good Friday and Easter.	Graduation.	Christmas Day.

Most of these days in passing can be made to help along some retailers. Some of them are of use to all retailers.

A writer in *Printer's Ink* has compiled a list of the holidays generally observed in the United States. They are given on the following page:

New Year's Day.
Franklin's Birthday (Jan. 17th).
Lincoln's Birthday (Feb. 12th).
St. Valentine's Day (Feb. 14th).
Washington's Birthday (Feb. 22th).
St. Patrick's Day (March 17th).
Good Friday.
Easter.
Decoration Day.
Fourth of July.
Labor Day.
Election Day.
Thanksgiving Day.
Christmas Day

There are other feasts and holidays observed in certain sections:
In the South there are the Battle of New Orleans (Jan. 8th).
General Lee's Birthday (Jan. 19th).
New Orleans Mardi-Gras (February or March of each year).
Anniversary of Texan Independence (March 2d).
Confederate Memorial Day (April 26th in Mississippi, Alabama, Georgia and Florida; May 10th in North and South Carolina; second Friday in May in Tennessee).
Jefferson Davis's Birthday (June 3d).
Massachusetts observes Patriots' Day (April 19th).
Pioneer's Day (July 24th) is a holiday in Utah.
In Vermont the Battle of Bennington (Aug. 16th) is generally observed."



The Bowland Morehouse & Martens Co.

ST. VALENTINE'S DAY

The same writer in commenting upon "The Holiday in Advertising" says:

"Some of these events could be made the topics of advertisements outside their own sections. It would be rather a pretty thing to call attention to Confederate Memorial Day in Northern States, for example.

"Besides these, there are the birthdays of great authors, artists, musicians, statesmen, soldiers, patriots and celebrities generally. The birthdays of Shakespeare, Milton, Beethoven, Wagner, Michael Angelo, Rembrandt, Napoleon, Frederick the Great, and other great men whose names are known everywhere, could be utilized, and it would not be bad policy to observe the birthdays of living rulers, as King Edward, Emperor Wilhelm and the President of France.

"Robert Burns' birthday (Jan. 25th) will not be overlooked by the ad-writer who would stand well with Scotch patrons. Such attention will make friends among the foreign-born elements in the community without antagonizing factions. Search of a good biographical dictionary will reveal ample material, and it is quite possible to run a series of advertisements in which each day is distinguished by some such event, commemorated in a brief paragraph. Perhaps portraits could be used for illustrations.

"As an educational feature such advertisements would command atten-

tion from school children, while every person of intelligence would soon fall into the habit of reading the advertisement daily for this interesting feature. The feature need occupy but a few lines of space. Where space in dailies is out of the question the feature can be worked up into daily window cards, with portraits. After a week or two for the public to grasp the idea such a window would attract attention regularly, even in the crowded business districts of New York City."

Here is an example of timely advertising that appeared recently in a Marshall, Mich., paper, and shows how passing events may be taken hold of by the advertiser.

"If Mrs. Touse had had a gas range, this would not have happened.

GASOLINE STOVE EXPLODED

HILLSDALE, July 12.—The dwelling house of Ira Touse, on Railroad street, was burned this morning. The fire was caused by an explosion of a gasoline stove, which Mrs. Touse was using in her work. In attempting to extinguish the flames Mrs. Touse was badly burned on the hands, and her clothes were also considerably burned. The loss is total, and will reach $1,000, with $700 insurance.

A gas range is cheaper, etc., etc.—Gas Company."

This advertisement makes use of an event that all had heard of and which, no doubt, was fresh in the minds of most of the readers of the papers. There are many news items of that nature that might be used as examples of why certain articles should be used or why they should not be used.

Here is another way of taking advantage of outside matters in advertising one's store. This advertisement appeared in a Canadian paper:

NO WONDER SHE DID!

A lady visiting one of our customers, who has two Marshall Ventilated Mattresses in his house, said: "I woke up this morning and thought I was at the 'King Edward,' where we stopped last week, my mattress was so luxurious."

The "King Edward" uses the Marshall Mattress in all its best rooms, and it undoubtedly is the most luxurious mattress in the world.

The "Rossin House" is replacing the mattresses in their swell rooms with the Marshall Mattress.

The C. P. R. uses them in all their "crack" hotels.

It is also the cheapest mattress in the world, if you do not mind a few dollars extra when you are buying, as they last a lifetime.

No other mattress is 1-2-3 with them. The price is $25.00—no more, no less.

The J. W. Drake Furniture Co.

By way of explanation we might say that the "King Edward" mentioned is the King Edward Hotel, of Toronto, the finest equipped hotel in Canada. The C. P. R. is the Canadian Pacific Railway, the great trunk line of the country that operates many hotels along its route from coast to coast. It can easily be seen then that the prestige these corporations have in the country is utilized to its fullest extent in an effort to convince the people that the Marshall mattress is the best to be had.

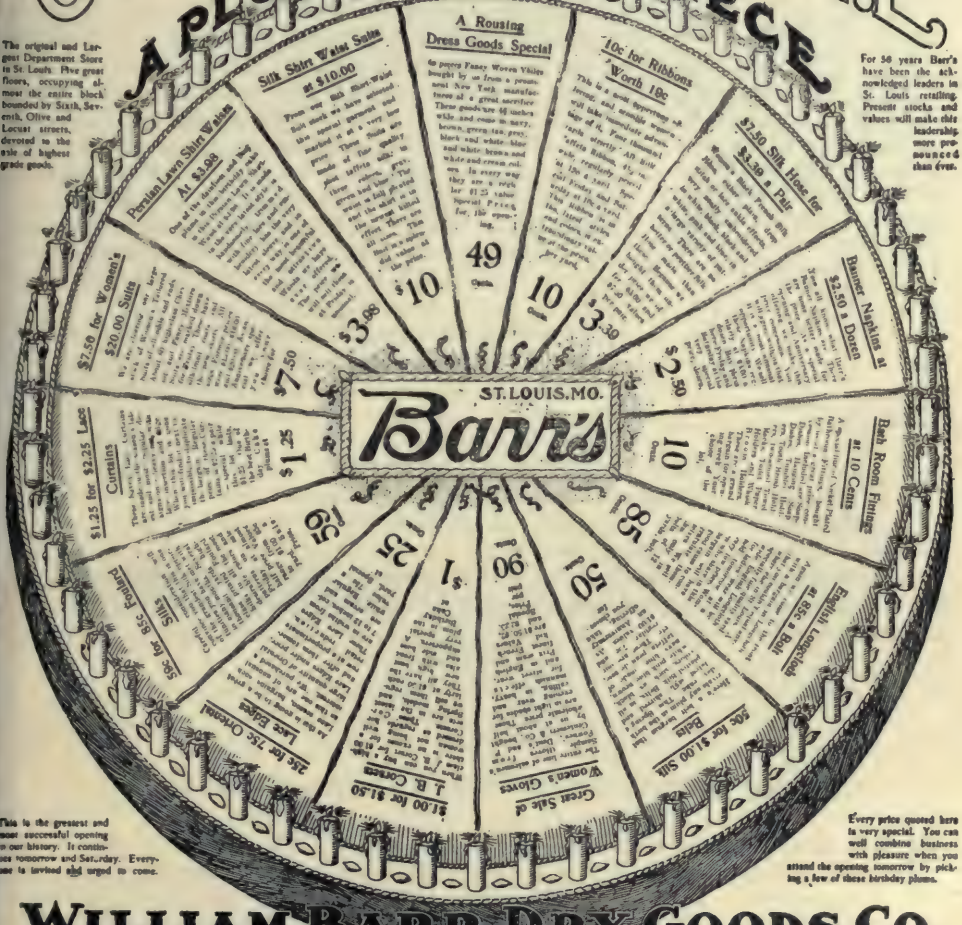
The reader of the local daily newspaper, if he is wide-awake, can frequently find reports of events which will serve as a text on which to write a good advertisement. For instance, a short time ago an accident occurred on a street railway in Los Angeles, Cal.,

OUR 56TH BIRTHDAY CAKE

A PLUM IN EVERY PIECE

The original and Largest Department Store in St. Louis. Five great floors, occupying almost the entire block bounded by Sixth, Seventh, Olive and Locust streets, devoted to the sale of highest grade goods.

For 56 years Barr's have been the acknowledged leaders in St. Louis retailing. Present stocks and values will make this leadership more pronounced than ever.

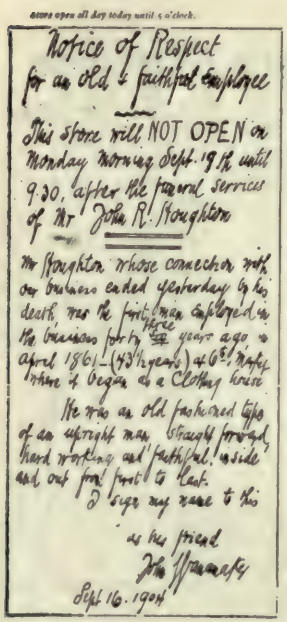


This is the greatest and most successful opening in our history. It continues tomorrow and Saturday. Everyone is invited and urged to come.

Every price quoted here is very special. You can well combine business with pleasure when you attend the opening tomorrow by picking a few of these birthday plums.

WILLIAM BARR DRY GOODS CO.

because a cast-off shoe was wedged in the track. The shoe threw one car from the rails, which collided with another, causing considerable damage to the railroad property and some injuries to the passengers. If one of the shoe dealers there had claimed that this shoe was a fair sample of the solidity and durability of his shoes, the event could have been used to advantage as an advertisement.


stores open all day today until 6 o'clock.

Notice of Respect
for an Old & faithful Employee

This store will NOT OPEN on Monday Morning Sept. 19th until 9.30, after the funeral services of Mr John R. Stoughton

Mr Stoughton whose connection with our business ended yesterday by his death, was the first man employed in the business forty-three years ago in April 1861 (43½ years) at 6$ per week when it began as a Clothing house

He was an old fashioned type of an upright man, straight forward, hard working and faithful, inside and out from first to last.

I sign my name to this as his friend

John Wanamaker

Sept 16. 1904

Once in a while there is a report from some city near or remote that a person has found money or lost money through the custom of using a shoe as a secret bank of deposit; and by taking advantage of such a report, a shoe dealer can state: "There is Always Money in Our Shoes."

The alert advertiser keeps his eyes and ears open for passing events, and then times his advertising to suit the occasion. Popular sentiment and social events are carefully watched for cues on which to hang advertising ideas. Of course, tact and judgment must be used, not to offend people's prejudices or sympathies. Some sad and instructive mistakes have been made along this line by many retailers. Every word in the advertisement should be looked at and considered from the standpoint of the people who are to read it. If it is going to impress them favorably, then it should be printed.

Throughout the text of this chapter will be found a number of advertisements showing the typical manner in which some of our holidays are taken advantage of in the advertising of retail stores.

The William Barr Dry Goods Co. have taken advantage, as do most large stores, of their anniversaries. "Our 56th Birthday Cake" is an orignial design, but one that was hardly worthy of its object. The advertisement was rendered much less readable by having it set in such a manner that the paper had to be turned around before it could be read.

The Wanamaker advertisement is out of the ordinary, and while not intended as an advertisement of the store must have advertised it in a manner that no other kind of advertisement could have done.

CHAPTER XIV

THE "TALKING POINTS" OF THE ARTICLE ADVERTISED

THE retail merchant who does his own advertising has one advantage over the general run of advertising managers in the larger stores. He is handling every day the articles he is advertising; he usually buys them himself and knows the reason why he selected those particular ones from many. Those reasons sometimes are the very best to place before the public. The advertising manager of a large retail store may be well versed in a general way with the goods he is advertising, but his duties are far too onerous to allow him to keep posted on the newest styles, and with the fluctuations of prices from time to time. He usually has to depend upon the buyer's or department manager's word for the facts given him.

Buyers are usually enthusiastic about their own purchases, and it is little wonder that they are sometimes led to exaggerate in the information given to the advertising man. The details given are accepted as facts, and if not correct the error almost invariably creeps into the newspaper.

The retailer then has the advantage of knowing absolutely that his statements are truthful unless he deliberately tells a falsehood. The merchant who sets out to gain business by misrepresentation will soon find that he is losing, instead of gaining it. Business integrity is the retailer's greatest asset. He should at all times be cautious not to abuse this asset, or he will find some day a great shrinkage in its value.

It is one thing, however, for a merchant to know all about his goods, and quite another thing to be able to tell the prospective customer about them. The reason for this is not far to seek. The retailer, at a glance, knows the value of the article, the good points, the poor ones, what kind of trade it will suit, and so on. He knows this by intuition, by comparison with others, and from his experience with others. He does not take time to begin at the beginning, and take up each point at a time. It is not necessary, because he is so used to judging articles of similar make and style that one glance unconsciously takes in all. But the customer must be told about the article from his or her standpoint. They cannot judge as readily as the merchant, so the process must be treated point by point. The merchant, perhaps, would not make a very good analysis of an article in regard to its selling qualities, without some thought, yet the minute he sets his eyes on it he can declare, almost infallibly, that it is a good selling article, or that it is not a good one for his trade.

The advertiser should learn to analyze the article, so that he can present the best points in his advertisements. Every article has some good points, and many have some very superior ones over others of similar make.

To analyze an article he should first of all know the following facts:

1. What the article is.
2. What it is used for.
3. Why it should be used.
4. Who uses, or who can use it.
5. The price, in comparison with other prices.
6. Where and how the article is made.
7. What it is made of.
8. Its advantages over similar articles.

Suppose, then, for the purpose of illustrating how this analysis may be made, that we take a line of shoes and analyze them. We will at the same time pick out good talking points about them and note any phrases that may present themselves as of advertising value.

Suppose we take a line of shoes that are advertised as Peerless brand and which sell at $3 per pair. They are made only for women.

ANALYSIS

1. The Article to be Advertised.
   (*a*) Peerless $3 shoe for women.
   Comfort in every step.

2. What it is Used For.
   (*a*) Protection for the feet.
   All women must wear shoes of some kind; why not Peerless?

   (*b*) Style.
   The newest fads and fancies.
   The sensible every-day styles.
   Comfort styles for elderly ladies.
   A stylish shoe sets off a pretty costume.

(*c*) Fit.
Many sizes and widths.
Measurements always accurate.
Special measurements for special cases.
It's the fit that gives a shoe style.

(*d*) Comfort.
Easy walking.
Pliable and flexible soles.
Special care in lasting.
No roughness in linings or soles.
No tacks nor threads.
A perfect fitting shoe makes walking easy.

3. Why They Should be Worn.
(*a*) Because they are stylish—
For Dress wear.
For Street wear.
For Any wear.
(*b*) Because they are reasonable in price.
(*c*) Because they fit perfectly.
(*d*) Because they are comfortable.
If a woman's shoes look well her feet will look well.

4. Who Wear Them, or Who Can Wear Them.
(*a*) The woman of fashion.
(*b*) The comfort loving woman.
(*c*) The particular woman.
(*d*) The rich and the poor.
(*e*) The maid and the mistress.
A style for every walk in life.

5. The Price.
(*a*) Always $3.
(*b*) Same style and comfort as higher priced shoes.
(*c*) Any woman can afford $3 for Peerless shoes because she always gets $3 value.
(*d*) Many higher priced shoes wear no better.
(*e*) Cheaper than lower priced shoes because always full value for the price.
$4 Wear, $5 Style, for $3 cash.

6. Where and How Made.
(*a*) Rochester, N. Y.
Leading city in America in the manufacture of ladies' fine shoes.
(*b*) Sanitary factory.
Light and airy surroundings.
Skilled workmen.
(*c*) Thorough inspection.
Must be up to the Peerless standard, or the Peerless brand is not placed on them.
(*d*) Goodyear welts.
Equal to hand sewed.
Smooth inner soles.
Soles more flexible than machine sewed.

(*e*) Hand turned.
Lightest soles made.
Flexible soles.
Dainty appearance.
Walking made easy and graceful.

7. What They are Made of.
(*a*) Uppers.
Best obtainable leathers.
Ideal kid.
Rex patent kid.
White's box calf.
Velours calf.
Kangaroo.
Vici kid.
Dongola kid.
Gnu calf.
Gun metal calf.
Proper leathers used for proper occasions.
(*b*) Linings and trimmings.
Wear-proof linings.
Perfection circlettes.
Diamond fast-color eyelets.
Silk stitching.
(*c*) Bottom stock.
Solid leather insoles.
Solid leather counters and boxes.
Oak and union outer soles.
Sewn with well waxed threads.
No nails or tacks.
"*There's nothing like leather when its well put together.*"

8. Advantages Over Others.
(*a*) Better made.
A specialty that must be kept up to the Peerless standard.
(*b*) More comfortable.
Greatest caution taken to keep inside of shoes smooth and linings without wrinkles.
Leathers used are perfectly tanned so as to afford proper air circulation to the feet.
No burning sensation.
Do not get out of shape and become uncomfortable because they are properly lasted.
(*c*) Wear longer.
Leathers specially selected.
Honest workmanship.
(*d*) Look better.
Perfect in finish.
Perfect in shape.
More stylish.
New fads and fancies added as soon as developed by special high class designers.
Not an experiment, but a shoe of proven value.

In the above analysis there is material for a thousand advertisements. The lines or phrases set in italics could be used as catch lines, headlines or mottoes. The analysis is

of a brand of shoes and not of any particular shoe. When some particular shoe is to be analyzed the following special points should be developed:

1. Style of shoe.
2. For what kind of wear.
3. Who wears them.
4. Price.
5. How made.
6. What made of.
7. Advantages over others.

These several points should then be sub-divided as found necessary. For instance, under the style of shoe would be taken up, (*a*) the style of toe; (*b*) the style of heel; (*c*) the arch of shank; (*d*) particular cut; (*e*) etc., etc.

It is just possible that some merchants would profit greatly with an analysis similar to the above. A critical survey of any article will give the merchant abundant idea for advertising it. If something like this method was used oftener there would be fewer advertisements like this:

NEWEST FALL STYLES.

All the latest styles and leathers. All the best values at the lowest prices. All sizes and widths, etc., etc.

Any article can be analyzed in this manner. Some analyses will bring out more points than others, but each will bring forth abundant material for a good sensible advertising campaign. The deeper and more carefully the advertiser goes into the analysis the more light will be thrown on the article to be advertised.

There are often other "talking points" about a brand than are apparent in the article itself. The packing or method of finishing may afford more talking points than the goods themselves.

There has been a mint of money spent in exploiting the "Inner Seal" package. In this case the cracker is made by the same process as other manufacturers use but the "Inner Seal" package protects the biscuits from losing their crispness and becoming tainted by handling. The package is a good "talking point."

"We Couldn't Improve the Powder so we Improved the Box" is the way a soap manufacturer exploits a new style of package. This new style of package was the talking point used in advertising that brand of powder.

A clothing firm seeing that the piling of clothing on counters, one coat above another, must inevitably wrinkle them and cause them to loose much of the shape they received by pressing in the factory, designed a cabinet and racks upon which to hang the clothes. This led to one firm adopting the name of "Fit-Reform" and the cabinet became the talking point.

Another clothing firm, knowing the prejudice there is against ready-made clothing, finished their product "up to the trying-on stage" as they termed it. This probably only extends to the basting in of the "turn in" of the hem at the sleeves and at the bottom of the trousers. An elaborate style of basting threads are also run through collar and shoulder. The firm adopted the name of "Semi-Ready." They exploit the fact that the clothing is merely ready to try on and will be finished to order in two hours, and have largely overcome the prejudice against ready-to-wear garments. That feature of their clothing furnishes their best talking point.

A shoe firm placed a buzz-saw in their window and displayed shoes of their own and their competitors make cut up so that the material used in their manufacture could be seen and compared. This became a talking point with this firm, and was so thoroughly exploited that one can hardly see a picture of a buzz-saw without coupling it with the name of "Regal Shoes."

The merchant who will ever strive to put information into the description of his goods, and reason into his arguments will surely sell more goods. The merchant who always says the same thing, this season the same as last, and the same things that his neighbors are saying all the year around, will not sell much of his wares through his advertising. He cannot expect to reap a harvest from old seed—bald statements. The field may be fairly well covered by the newspaper circulation and the public may be anxious to buy just such goods as the merchant has to sell, but the seed is too poor and old to germinate any idea of the facts in the reader's mind.

Newspaper advertising is made profitable only by those who know how to use newspaper space properly. One must know his wares, and be able to tell the public all about them.

It is not necessary to use high sounding phrases or polysyllabic words. In fact, simple words and honest, straightforward logic is more easily understood, and more convincing when read.

Avoid all such worn-out expressions as:

An inspection of our stock is solicited.
Prices always the cheapest.
We have the best facilities, etc.
Marvels of popularity.
All are cordially invited to call and inspect, etc.
Our stock is complete.
We have a grand collection, etc.
Everything first-class.
The best goods at the lowest prices.
Cannot be beat.
Best in the land.
Our stock compares well with any to be found.
Our goods stand on their merits.
Fine goods a specialty.
Headquarters for ——.
Give us a call and be convinced.
From their sterling worth.
A most enviable position.
Largest assortment, lowest prices.
Largest range in —— county.
A well selected stock.
Call and get our prices.
See us before buying elsewhere.
Your trade is solicited.
None but the best for sale here.
We have a large stock to select from.

Some of these phrases, such as "See us before buying elsewhere" and "Prices always the cheapest," are so common and are so bad that the newspapers ought to refuse to print them. Some of the phrases represent proper sentiments, but one should get away from the stilted style of our forefathers, who were merely experimenters in advertising. If a man wants to say his stock is the largest in his city he can do so without saying "Largest range in —— city." He surely can find a more acceptable way of expressing himself.

When a man begins to talk of having the largest "range" or "stock" in any place, you may make sure his statement will bear looking into. If he says "Come, look over the large variety of styles we offer you in ——" then you may make sure the variety is large.

Some men imagine that literature and composition have nothing to do with advertisement writing. They would fling grammar to the dogs and say what they wish to say in the very first words that come along. The untrained man would make a bad mess of it if he followed such a proceeding. Every word should be made to have but one meaning. If it can be read in any other way another word should be selected that will express the particular shade of meaning intended and no other.

TITLES.

These may help you in your selection.

Store Paper.
Items of Interest.
Grocery News.
Dry Goods Items.
Store Magazine.
How to Save Money.
Bargain Counter
———'s Weekly.

Select the name for your paper.

TITLES.

These may help you in your selection

Store News.
Advanced Style.
Store Items
——'s Monthly,
Store Bulletin.
Bargain News
Fashion Items.
Weekly Bulletin.

Published monthly / weekly by———

Vol. I. Montgomery, Ala., October, 1904. No. 1.

Space for a short announcement. A sort of editorial praising your store,

Golden Nuggets.

Spontaneous enthusiasm is the kind that wins. The manufactured sort is never "just as good."

* * *

Some men can give a dozen excuses for doing wrong, and overlook the reason for doing right.

* * *

The ability to turn stumbling blocks into stepping stones is often worth more in a pinch than a fat purse.

* * *

Very often the man who has achieved the reputation of being a "good fellow" did it at the sacrifice of his family's welfare.

* * *

Water rises to the height of its source and no combination can keep it down long. Every man gravitates to where he belongs.

* * *

There is more happiness in a humble home paid for than there is in a fine mansion whose roof sags with the weight of a mortgage.—*The Commoner.*

* * *

Always take the short cut, and that is the rational one. Therefore say and do everything according to soundest reason.

* * *

It is better to be placid than acid. The quickest way to get everybody sour on you is to be sour on everybody yourself. People turn to a cheerful man instinctively, as chickens flock to the south side of a barn on a day in winter.—*Jed Scarboro.*

Space for your ad.

Other pages arranged in similar manner.

The Weather Prophet.

A man from South Jersey blew into the weather bureau the other day. He had fire in his eye.

"Where's the guy wot runs this office?" he asked.

"He's out," said the office boy.

"How long has he bin out?"

"Three or four days."

"Well, where's the geezer whose bin tellin' every day that it was goin' to be cooler with showers?"

"He's"

"You ! ! !"

"Yep."

"Well, sonny, how did you do it?"

"This 'er way. We can't give out any predictions till we hear from Washington, any way—see?"

"Yes, I see."

"Washington finds out what kinder weather we're goin' ter have, and telegraphs it on—see?"

"Yes."

"Then all we have ter do is to say the same thing over again—catch on?"

"And yer mean to tell me that's all we hev ter depend on—just what the folks in Washington say about what weather's goin' to be around here?"

"Well, when' the boss is round, we kinder figger it out ourselves—but if it's different from what Washington says—and we ain't right—there's a kick."

"But if you are right?"

"Nothing doing."

"Then I'm to understand—"

"See yere, old hayseed, you're to understand that we git our pay from Washington. Kin ye understand that?"

"I think so."

"Well, we ain't monkeyin' wid no buzz saw."

"No, you have to get yer salaries, of course—and we farmers hev ter pay 'em. But I think Mark Twain will have to revise his story about the most useless man in America, and call him the weather bureau chief in Washington.

"Mebbe so, but "guess you've been reading some of this hot air in the papers about how we do things up here?"

"No, but I've been getting more hot air latey than is good for my farm, and I think I'll let the weather predictions go, and put in an irrigation plant.

Give copy to fill this space for few pages, numbering the same.

The New Boy.

"Now, Tom," said the general manager when the new boy reported for duty, "let me impress upon you that this is a critical period in your career."

"Yes, sir."

"You can climb to the top," said the general manager, wheeling around in his chair, "or you can fall to the lowest depths. All depends on yourself. Do you understand me, Tom?"

"Yes, sir."

"If you are honest, smart, truthful, tidy, diligent and pleasant to everybody you are certain to go onward and upward. You may not stop short of Congress. You may even—eh, let me see—where were you born?"

"Jane street, sir."

"Is that in Brooklyn?" asked the manager.

"Yes, yes. Very good. Well, Tom, you may even become President. Yes, my lad, President of the United States. Do you understand me?"

"Yes, replied Tom, beginning to whimper, "but this is me first job."

"Don't cry here," said the sympathetic general manager, "your wages are $2 a week. Go into the cellar and learn to pack onions. We use barrels of 'em in the pickling business."—New York Press.

Humor in Ads.

There is a great deal of humor to be found in the advertisement columns of English daily papers for those who have the eyes and will take the trouble to discover it. Tit-Bits recently published the following examples:

Take, for instance this announcement, which excited much speculation and merriment a few years ago:

"Five Pounds Reward.—This sum will be gladly paid by the advertiser to any one who, before the last day of this month, will supply him with a pint of live fleas, which he requires for the purpose of a wager. Smaller sums will be paid pro rata for smaller quantities of the insects to make up the required quantity. Address———." Whether or not the advertiser won his wager the writer does not know, but if he did it is certain the reward was well earned.

A few weeks ago an equally amusing advertisement appeared in several of our London dailies: "To Those in Want of a £5 Note.—This sum can be earned by any one who will supply a thousand fine, large cucumbers to the advertiser, who is required by his landlord to put his house in the same condition as when his tenancy commenced. Liberal terms are also offered for an assortment of spiders, mice, and rats."

This advertisement, however, must have been the work of a wag, for when persons in want of £5 note presented themselves at the address given the tenant waxed very indignant and refused to take their stock at any price.

Among advertisements of this kind which give rise to curiosity and speculation was the following, which appeared for many weeks in 1883 in a number of metropolitan newspapers: "A reward of £50 is offered for the recovery of a threepenny bit dated 1872, with the letters V. R. stamped on it, supposed to have been lost in the Strand, between Somerset House and Charing Cross." A little later the reward was increased to £100 on account of the value of the missing coin. It is difficult to imagine what could give so small a coin such a value in the eyes of its former owner, but it is safe to say that its history, if it could be known, would be even more interesting than the advertisement.

The following advertisement, which appears in a German paper, should be welcome to all—to the unregenerate for its quaintness and to the temperance party for the evident reformation in the habits of the advertiser which it presupposes: "Herr Otto Broghammer, who is giving up Drink, wishes to dispose of an excellent medium-sized barrel, of a capacity of 180 litres."

"I lost all my money in Wall Street," complains the lamb.

"Too bad. Why don't you advertise for it?" asks the friend.

"The other fellow advertised for it three one, with a vexed air.

Part Two

SUPPLEMENTARY AIDS TO NEWSPAPER ADVERTISING

CHAPTER XV

STORE PAPERS

STORE PAPERS, or "house organs," as they are sometimes called, should be carefully considered by every retail advertiser. When the conditions under which the merchant finds himself are such that extensive newspaper advertising is not profitable, it is altogether likely that a store paper could be published to advantage.

The retailer who has a small store in some isolated part of a large city cannot use the newspapers, because the expense of advertising in large dailies is more than he could expect the returns would be. This is so, because in his case he has to pay for thousands of circulation from which there is absolutely no possibility of getting returns. He cannot expect to draw trade from all parts of the city, nor from the number of small towns surrounding the city in which the paper circulates. He can only draw trade from the immediate vicinity of his store. His possible customers live within a few blocks of his location. To reach these possible customers by advertising in the daily papers is an absurdity. He must find other means of reaching them besides the daily. For the retailer so situated there is no better medium than his own store paper.

The merchant who is situated in some small country town, or who has perhaps a "cross-roads" store, could advertise very effectually with a store paper. There are many localities where there are one or two stores and a small cluster of houses that make up some village or town. There is no paper, weekly or daily that is published there, although it will usually be found that some particular local paper circulates very largely among its inhabitants. Sometimes it will pay the merchant to use these papers and sometimes it will not. The question of cost of space enters very largely into this proposition, as it does with the small merchant in the large city. A store paper circulating in the village, and among the farmers whose homes surround it, would serve the same purposes of the store as a regular newspaper. But it must not be inferred from the above that the store paper is merely a substitute for the daily or the weekly newspaper. It is, in the cases mentioned, but there is no store, large or small, that could not profitably use a store paper of some kind. It should not be looked upon as a substitute for the regular newspaper but as a supplement to it. As such it can be made a powerful medium for reaching new and old customers alike.

The store paper can be made quite elaborate and costly or it can be made plain and inexpensive. It can be made to cost as much as five or ten cents a copy or the cost can be kept down to about one cent.

Even if the cost of such a paper published monthly should be three cents per copy, including mailing, it is not too expensive for a very small store. It is a direct message from the store to those to whom it is sent, and at three cents per copy costs about the same as a circular letter. But where the store paper is issued regularly each month it takes the place of all circular letters; it takes the place of booklets, leaflets, and such other printed matter that most stores send out occasionally. With it can be mailed such circulars, booklets, leaflets, etc., that manufacturers and wholesalers send out in considerable quantities for retailers to distribute.

In some cases the manufacturers and wholesalers would willingly pay for a card in such a paper for the purpose of advertising some one or more of its specialties. By doing so they would be sure of having those specialites stocked and pushed by the merchant issuing the store paper. When cards of this nature are obtained it helps to lower the cost of getting out the store paper.

The store paper has many advantages over the regular newspaper. It gives the merchant plenty of space in which to tell his story. In a newspaper his space is limited to a certain extent by its cost. In the store paper he can make his advertisements more lengthy and chatty. He can be more familiar with his readers. He can get closer to them with little "heart to heart" talks. In the newspaper he must be brief. He must tell his story in the most direct manner, using the fewest words possible.

The advertisement in the store paper can be more confidential, as it were, for the merchant is talking to readers who know of the store. In the newspaper advertisement the message of the retailer is intended to reach if possible all classes and conditions of men. People who know the store, people who never heard of the store, all read the newspaper advertisement, and it must be to some extent more general.

In using a store paper the merchant pays for no useless circulation. Its circulation is absolutely within its own control. He knows positively that his advertisements therein reach only persons who will make desirable customers.

Then his message to the reader when inserted in the store paper is not hidden away among dozens of other similar messages, all clamoring for the same trade and all saying practically the same thing and using practically the same arguments and offering practically the same inducements. There are no advertisements in his own line or in fact in any other line, trying to attract the readers' attention at the same time as his own. This in itself should be sufficient to prove the worth of a store paper.

A newspaper is taken usually for its news value. The advertising columns are in reality of secondary consideration. But even while this is generally true there are many newspapers bought because of the large amount of advertising to be found in their pages.

All readers of a newspaper cannot be expected to read all of the advertisements, but there are a few who do read all of them. There are many, however, who will glance with curiosity over the advertising columns, reading the most striking and attractive advertisements. It is positive, then, that the more attractively the advertisement is presented the more likely it will be read. In the store paper more attention can be given to the impression the message is to convey and less to its attractiveness from a typographical point of view. It is not necessary to use so many large and striking headlines in the store paper advertisement, but it should be neat and artistic in display for all that.

The store paper becomes in time identified with the store issuing it. Every time it is received the merchant and his wares are mentally seen and reviewed by the recipient. This in itself is by no means a small part of an advertisement of any kind.

Because the store paper takes the place of booklets, leaflets, mailing cards, circulars and such other printed advertising it should combine in one all the best features of each. The editorial should in reality be a circular letter. It should never be long-winded, but short and breezy. There should be articles written about certain wares much in the same way that a booklet would be presented. There can, and it is often advisable that there should be, a list of articles and their prices. This represents the catalogue. A short puff in the news column represents the mailing card. It can be seen then that the merchant can issue all of these, once each month, at the cost of printing and distributing one.

The value of the store paper will depend largely upon its contents, its "make-up" and the regularity with which it is received by the prospective customer.

If it is issued monthly it should be the aim of the merchant to get it out upon the same date each month. Conditions will dictate the best day of the month for that. If the merchant is situated in a "railroad town" or if there are any large manufacturing concerns in his city from which trade can be drawn, his aim should be to have the paper reach his customers the day before pay-day. He then has his little say just when the month's wages are being apportioned and comes in for his share of it.

If the publication is to be issued quarterly the regularity of issue does not enter so largely into its value. Weather conditions and other circumstances may make it advisable often to delay sending out the quarterly for many days and sometimes for a whole month. The paper should reach the public at a time when they are about ready to buy.

If it reaches them too soon they are likely to forget it. If too late its value is lessened by the number of purchases that have already been made at other stores.

The paper may be a small four-page sheet, the pages measuring when folded but a few inches each way, or it may be as large as will meet requirements, even to the size of a regular newspaper. A good size for most purposes would be a four-page sheet, each page measuring just half the ordinary size of the modern or standard newspaper page. This size is handier to handle while being read than the larger newspaper size.

The stock used should be better than that of the newspaper. If many, or even any, half-tone cuts are to be used the stock should be at least a fair quality of "book" or machine finished paper. The printer can help the merchant make his selection in this matter, showing him the advantages of one stock over another in the appearance of the paper when printed.

A tinted paper may be used for the store paper, as it will then tell, at a glance from any one familiar with its appearance, just what it is. When lying around on the reading table or among other papers its peculiar and familiar tint will make it prominent. In this selection of tints it should be understood that when once a tint is decided upon it should be used exclusively if these advantages are to be gained.

The contents of the paper should not all be advertising. Nor should it all be news of the store. It should contain valuable information and amusing literature. It should contain matter that is of local interest. Short stories by local talent would prove a good drawing card and insure a reading of the paper by all of the author's friends. It would, at the same time, make the author and his or her friends staunch customers of the store.

It is not advisable to try and record the out-going and the in-coming of local personages. This should be left to the local newspapers.

Items of historical interest will always be read when the interest is centered in some local person or place or building. Items of national importance having a local interest are very good and will attract considerable attention.

Statistics when put into popular form are always interesting. No matter what the subject, whether it be historical, biblical or commercial, so long as the items are informing, it will be eagerly read and often quoted with the added acknowledgment, "I saw it in *Store News*." Columns of this kind of matter can be obtained from the newspapers and magazines. They usually run something like this:

> Every square mile of sea is estimated to contain some 120,000,000 fish.
>
> The Golden Gate, the entrance to the bay of San Francisco, is one mile wide at its narrowest part.
>
> A Swiss watchmaker has invented an electric watch which will run for 15 years without being rewound.
>
> There were 6,000 duels in Germany last year, with a mortality of 22, as shown by official reports.
>
> What an English paper says is the greatest incubator in the world is at Batary, near Sydney, Australia. It accommodates 11,440 duck eggs or 14,080 hen's eggs.
>
> The smallest oak trees are to be found in China. They are not one and one-half inches high and will take root in thimbles.
>
> Charley Mitchell is the richest pugilist in the world. He is said to be worth $200,000. Nearly all the other professional fighters soon part with their money, but Mitchell clings to his.
>
> If a railway were built to the sun and trains upon it were run at the rate of 30 miles an hour, day and night without a stop, it would require 350 years to make the journey from the earth to the sun.
>
> In the South American regions where cattle are killed by the tens of thousands for the export of meat and hides, the bones are used as fuel.
>
> In Holland the new anti-strike law prohibits strikes on government railroads, under a penalty of four years' imprisonment. Government servants

are forbidden to take collective action on the ground that they are state employés. About two-thirds of the railways are owned by the Netherlands.

In Russia, when coffins are covered with cloth, the color of the covering is, to a certain extent, distinctive, pink being used when the deceased is a child or young person, crimson for women and brown for widows; but black is in no case employed.

The woods of northern British America are still infested by hundreds of queer species of bison known as the wood buffalo. He is much larger than the bison of the plains, which formerly abounded in such numbers.

Some of these items can be utilized to help out in the advertising of articles in stock. They can be used singly or as a collection, as shown above. Take the first item for instance. It may be made to read:

> Every square mile of sea is estimated to contain some 120,000,000 fish. In the course of a few years we will have sold a square mile of fish. But we are not selling fish by the square mile at present, but by the pound. We have fresh fish every Friday during this month. These fresh fish are fresh—not frozen. We see to that. (Etc., etc., quoting prices.)

The column of wit and humor should not be forgotten. This is a source of joy and amusement to all classes and ages, for "A little nonsense now and then is relished by the wisest men."

A column of proverbs, wise sayings, weather predictions, etc., are all good news matter for the store paper and should be freely used.

A short story and a few verses should also find a place in its pages. Every one enjoys a good short story, and verses that appeal to the heart are oft-times treasured for years. A short serial in three or four installments would have a tendency towards the preservation of the paper. If nothing of this nature is used to make people preserve the paper instead of destroying it after it has been read, the results from the advertising pages are not likely to be prolonged.

A column for boys and girls should also be maintained. If this can be made of local interest by printing short stories by youthful authors it will be anxiously looked for by every boy and girl in the community.

A puzzle department would also prove of interest to boys and girls. If a few inexpensive prizes are offered each month for the best solutions, the value of the paper would be assured. Prizes, especially monthly prizes, will have a drawing power that no other can have. A prize for boys and another for girls would fill the bill, although two for each might prove better. The prizes need not cost over half a dollar apiece, and prizes of even less value (cost) might be offered with success.

This might look like too much work to some merchants, but to one who takes any interest in its preparation at all, to edit the paper would soon become the most pleasant duty of all. If the merchant has not the time nor ability, and it requires some ability, to edit the paper, it might be handed over to one or more of the clerks to attend to. Some young lady with literary tendencies might be induced to undertake it for the purpose of gratifying her desires to see her name in print.

In the make-up of the paper the store should not be neglected. The store should prepare display advertisements for the store paper the same as for the newspaper. The headlines, as before stated, need not be printed in a very heavy face type, and can be made very attractive if properly looked after.

Besides the display advertisements there should be numerous little "puffs" or "readers" sprinkled throughout the reading columns. There should not be so many of these that it is hard to find anything else, for then the value of the whole paper as an advertising medium is lessened.

Seasonable lines should be featured in each issue. A short ten or fifteen line article

Cunningham's Bulletin.

Telephone, East 71. DETROIT, JUNE, 1906. 264 JOS. CAMPAU AVE. Cor. Monroe Avenue.

VOL. XII. No. 6

The "Bulletin" has a circulation of 4000 copies.

It is not of the patent inside variety, but is published by myself entirely in the interests of this store.

ANDREW R. CUNNINGHAM,
264 Joseph Campau Avenue,
Detroit, Mich.

1906			JUNE			1906
Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

A small bad boy crawled under the bed when his mother wanted to punish him. She couldn't get him out and she left him there until his father returned that evening from the city. When the father was told about the case, he started to crawl under the bed to bring forth his disobedient son, but was almost paralyzed when the little fellow asked, "Hello, is she gone after you, too?"

QUALITY

Our Most Vital Store Principle.

Our trade has been built upon quality, with quality and by quality—quality of drugs—quality of everything. The market is full of "shoddy" goods—goods which only have price in their favor. We will have none of them. If we can't sell dependable goods we will sell nothing, for this store's guarantee is back of every purchase, and our guarantee means something.



Our Ice Cream Soda with Crushed Fruit

is just about the most deliciously satisfying beverage that has ever been invented. To those who like ordinary ice cream soda ours will be a revelation. For one thing we give an extra large portion of Ice Cream in each glassful, and, instead of using ordinary flavors, we use the pure crushed fruit. You cannot imagine anything that tastes half so good. After once trying it, you will be sorry you didn't try it before.

Once there was a woman who called upon an acquaintance and noticed that she had a pair of shoes and a newspaper arranged to look like a man reading—one of those men who elevate their feet and hide behind their paper

"What on earth does that mean?" said the caller

"Oh, that," replied the wife, "is fixed up so I will not get lonesome—you see when my husband is home that's all I see of him."

Substitutes might do in some instances, but not in store-keeping. The people soon discover the misrepresentation, and they are not so kind as the good housewife who seldom saw her husband.

They know full well there are other stores where misrepresentation is not tolerated—stores that have a habit of giving as much or more for their money as they advertise.

Obviously this good habit is exemplified at Cunningham's Drug Store, where values are often underestimated and never overestimated.

A lost customer is the worst blow a store can receive, for it is only a question of time until the friends of that customer pull away also.

We are gaining customers every day, so we know the policy of this store is appreciated.

HER USE OF THE DIRECTORY

A stylishly dressed and altogether good-looking woman was turning over the leaves of the directory in a leisurely manner when an irascible old gentleman, known to his many acquaintances as a man with a very small stock of patience, entered. He wished to use the directory, too, possibly to look up the address of a man who owed him money. He stood about, now and then casting heavy looks in the direction of the directory, and coughing suggestively.

A business man, in a hurry followed. He wanted to know where Walter Jones lived. It is a block or two away, but he has forgotten the number. He fell into line.

Then a man who sought some city official, but knew nothing of his office, except that it closed in a few minutes, joined the ranks of waiters.

Still the woman placidly turned over leaf after leaf, without any apparent intention to decide whether the name she was seeking was Brown, Smith or Jones.

Finally, when matters were beginning to grow very tense, a young man rushed in. His mission would positively admit of no delay so he politely offered to assist the woman, suggesting that his experience might tend to save time and lessen her labor. When he asked her what she sought, with a sweet smile full of appreciation, she replied:

"Oh, thank you. You are very kind I am trying to find a real pretty name or my baby

"A practical joke," said Barney Oldfield, the automobilist, "was played on me last season I had my revenge, though

"The practical joke took the form of a telegram from a friend of mine traveling in Italy. It came collect. It cost me $7, and when I opened it all I read was:

"'I am well.'

"To get back at my friend I went out and found a cobblestone of about eleven pounds weight. I wrapped this stone in excelsior and pink paper, sealed it up in a hand some box, and sent it by express, 'collect,' to my friend abroad.

"It cost him $8 for the box, and on opening it he found, along with the stone, a note from me that said:

"'On receipt of the news that you were in good health the accompanying load rolled off my heart.'"

MAYBE TWINS.

"Was his matrimonial venture a success?"

"A howling success."

An Irishman named Michael joined his brother James in this country The money he brought over, added to James's savings, enabled them to go into the ice business. In course of time their custom increased, and it became necessary for them to have an office. In this James soon installed a nice roll-top desk.

"The one desk will do for the two of us," he explained, the day it was set up "And here are two keys; one for you, and one for me"

Michael accepted the key, but seemed to be studying the desk.

"That's all right," he said. "But where is my keyhole?"



CIGARS.

We sell Cigars and we sell lots of them. It is a fair inference that our kinds of cigars are good kinds to buy—they are guaranteed to be; and that our prices are good prices to pay—they are guaranteed to be.

4 for 15c.
7 for 25c.

San Felice,
Chief Battle,
Portuondo,
Della Rocca,
Detroit Opera,
Sol Smith Russell,
Hemmeter Champion

3 for 10c.

Lillian Russell,
El. Captain General.
Uncle Rufus.

TITLE PAGE OF A STORE PAPER—A WELL BALANCED PAGE

telling about the manufacture of some of these lines would be appropriate, and as these would be educational in character they would hardly be considered as advertisements unless the advertisement in them is made too obtrusive.

Here is an item clipped from a store paper which shows how neatly a truth can be driven home:

> "Years ago the corset was a staple, unchangeable article of dress, which any one might sell who could make change and do up a bundle. A woman bought a corset as she might buy a roll of unbleached muslin. It was a necessity, but without artistic value or hygienic comfort. But times have changed since then, and instead of being made for the corset, the corset is made for the woman. It has become a healthful and harmonious part

of woman's dress. As a result of this gradual change there have been developed expert sales-persons, who not only display, but advise and suggest. At the head of our corset section is a woman of this kind, who detects at a glance just what is needed for each individual form. All of this expert knowledge is furnished free to our customers, and we would advise every one who can do so to have her corsets fitted at our store."

The advertisement would have been altogether too glaring if he had simply stated: "At the head of our corset section we have an expert who has made a study of fitting corsets. Her advice is free to all."

House + Keeping + Linens

It need hardly be said that more important than anything else in the setting of an artistic luncheon or supper is the Linen used. Our Linen Department, because of its immense distributing power and the large quantities imported, is enabled to sell the most decorative pieces at exceedingly close prices—the more elaborate the piece the more startling the saving as compared with prices of other stores.

Just received for this Opening Sale extra qualities in fine Linen Table Sets, regular value $8.00, $9.00 and $10.00 at $6.50, $7.50 and $8.00.

A large quantity of Table Linen Remnants at one half to two thirds regular prices.

Attractive values in Long Cloths, Cambric and Nainsooks, 10c, 12½c, 15c and 20c.



Bed Spreads

White Bed Spreads—full size—the best $1.00 value for 89c. Unmatchable values in Bed Spreads for $1.25, $1.50, $2.50 and upwards.

A few slightly soiled, $1.00 value at 69c.

Many other Special Values space forbids mentioning.

Sheets and Pillow Cases

Best quality Cotton Sheets—all sizes—Plain and Hemstitched 63x90, 72x90, 81x99 inches. Priced for this Sale 48c and upwards.

Regular size Pillow Cases made from best quality of Cotton—15c value at this Sale 10c

These Goods were fortunately all purchased before the big advance in Cotton Goods and we make you the Beneficiary—you get the goods at former prices.



Auto Cloth, The New White Suiting—New Auto Cloth, a highly Linen finished Cotton Goods, on the order of the very popular Indian Head, used so extensively last season for Shirt Waist Suitings. It is considered superior to the Indian Head and will be all the rage this year - per yard at this sale 15c.

Hosiery and Knit Underwear

A Hosiery Department of Superior Excellence. A Saving to you of at least 10 per cent on Children's Women's and Men's Hoisery. We are direct buyers of the manufacturer, Saving Middle Men's Profit.

Spring Underwear for Everybody—medium to light weight—and lightest weight if you want it. Whether you buy the least expensive or the very fine, you are assured here of the best Underwear you can get for the money.

Carpets, Rugs and Curtains Third Floor

This is undoubtedly the largest Department of its kind north of Milwaukee and the most perfectly stocked. Oriental as well as all the most popular Domestic Rugs on an average of 10 per cent less than you pay for same in the large cities

Good Union Ingrain Carpets, 50c values priced for this Sale at 39c.
Yard wide Ingrain Carpet, the 29c quality marked for this occasion at 19c.
Short End Wool Ingrains, yard wide, 60c value specially priced at 49c.

RUGS—$22.50 Axminster Rugs in Floral Designs, in Tan and Green Shades, this Sale $17.50.
100 Wilton Rugs 30x60 inches, $1.75 value for $1.19.
Brussels Rugs 8-3x10-6 size Floral and Oriental Designs $12.00 value at $9.50.
Wiltons and Wilton Velvet Rugs in all sizes.

CURTAINS—The Curtain Department is overflowing with attractive patterns and bargains. Materials for Curtains at per yard 9c, 12½c, 15c up to $5.00.
Lace Curtains 45, 48 and 50 inches wide at prices from 75c the pair upwards.
Special Oriental Striped Couch Covers—fringed—3 yards long 89c. A Bargain.



IT PAYS TO GO 100 MILES TO TRADE AT WHITTELSEY'S

THE WHITTELSEY DRY GOODS COMPANY, FOND DU LAC WISCONSIN

A PAGE FROM A STORE PAPER

The cost of store papers will vary according to size, the quality of the paper used and the quality of the printing. The best way for the merchant to do is to make a contract with some newspaper maintaining a job office to print them regularly for a year. If this is done and there is any chance for competition, tenders should be asked for. It will, however, be very poor policy for the merchant to accept the lowest tender if it is very much below the others, because that means poor paper, poor printing and short count.

Almost every newspaper uses a considerable quantity of "boiler-plate" or syndicate plates. Where this is done the work of editing the paper will be materially reduced, for the merchant can select such of this matter as appears good, and use it in his paper, thus saving composition.

He can get most of his short stories in this way. His verses, his columns of wit and humor, wise sayings, philosophy, entertaining facts, puzzles, etc., can all be got in plate matter. These plates come in column length, but can be cut up to suit any space. If plate matter is to be used the column of the store paper will have to correspond in width with that of the standard newspaper.

The name of the little store paper is a matter of considerable importance. It is useless to call it *The Arena*, *The Argosy*, *The Home Companion*, etc. It should be named after the firm whenever possible. *White's News* might do for Mr. White, but *White's Store News* would be better. The Bee Hive might call their paper *The Bee Hive's Record*, and so on. *Store News*, together with the firm name, is perhaps the best title of all.

Funny names should be avoided. A firm in South Carolina published a paper called *The Hoopty Doodle*. This is very undignified and must lessen the weight of authority that the store paper should have. It is, to say the least, undignified for a firm to send out its store news under such a heading.

We are giving below a list of several store papers, to show the tendency in the matter of names. We could give many others, but as they have names very similar there is nothing to be gained by doing so.

Dunham's Talk.
Good Things to Eat.
Anvil Store News.
Table Topics.
Bennett's Money Saver.
Helpful Hints.
Business Buzzer.
Little's Little Leaflet.
Hofman's Store Sayings.
Optical News.
Special Offerings.
Mollier's Tidings.
Blue Book Bulletin.
Corry Chronicle.

The title should appear on the store paper in a similar manner, giving date and number of issue, as in the regular newspaper.

The papers may be ably written and edited, beautifully printed and all, but if they are not distributed properly their value is nothing. The one and only sure way of having them delivered safely and promptly is by way of Uncle Sam's mails. This will cost one cent apiece, and will necessitate the wrapping and addressing of each separately, but two hundred distributed in this manner is worth two thousand thrown around the streets and alleys.

A mailing list should be used. The names of householders should be selected, and the addresses should be accurately given. It will pay better to have a small list to whom a paper is sent monthly than to have a large list to whom the paper is mailed only occasionally. It is the constant dropping of the water that wears away the stone, the scattered drops have no effect.

It is possible for several merchants whose lines do not conflict to get out a paper on the co-operative plan. In such cases the amount of reading matter should be determined, the amount of space allotted to each advertiser should be settled, and the particular space it is to occupy decided upon. Then there can be no jealousy or friction. In cases where

T. W. Marse & Co.'s Store News

Vol. II. Taylor, Texas, October. 1905. No. 6,



Men's Edwin Clapp Shoes

Not another shoemaker puts more style or bet ter leather into their shoes than do Edwin Clapp and Company. We recommend this shoe to men who want a dressy shoe, an easy fitting and a good wearing shoe. There are Patent Colts, Corona and Vici, there are box calf, chrome calf and vici leathers. There are broad toes and broad heels. There are narrow lasts and some are the straight lasts. If your size is from 5 to 10 and your width from B.to E, we can fit you

Packard Shoes. Packard at $3 and $3.50 is a shoe we know is good. We have some of these made to our own ideas and know these will fit you and please you in length of service. All leathers that are good. All sizes, 5 to 12 and your size too.

Hamilton-Brown make us shoes from $1.50 to $3 50. These are solid leathers well made, well shaped and long wearers

Women's Shoes That Are Different



Perhaps you want to know where the difference lies? To begin with these shoes are made for us by Drew-Selby Co. These people are noted for making shoes that are stylish. They select their models from the finest and most exclusive French and American custom shoe makers. Their shoes are exact reproductions of the finest made to measure shoes costing 8, 10 and 15 dollars. They design many of their finest shoes themselves. Drew Selby and Co., buy only the best leathers and trimmings. Their shoes are made in one of the finest factories in the world and their workmen are among the most skilled. They guarantee their shoes to us, we in turn guarantee them to you. You may find here every style that is good, every wanted leather, be it patent or any of the finer dressed leathers. Every heel from low to high. Every width from A. to E, and the best part about the whole business is that they fit the feet. They are dainty, graceful and easy.

Button Shoes, $4 and 5.00. Lace shoes, 3.00 to $5.00.
Patent Leather, $3.50, 4.00 and 5.00.

Wouldn't You Like to Have a Rain Coat.

The cost is not much—$8 to $18. They are equally as dressy as a coat or cloak and they are water-proof, damp-proof and pretty nearly wind proof There are a good many kinds of water-proofing processes The best is the Cravenette—a secret of the Priestly Co. We guarantee every one sold New belted backs and empire styles, in tans, greys and fancy mixtures. Don't forget the prices are low—$8 to $18.

CUTTING

Cutting is natural, says the Harvard Lampoon. This so-called evil of cutting has been found, on investigation, to be a perfectly natural thing in the course of man's existence. The following is the average amount of cutting done by a man during his existtence:

At 2—Cuts his teeth.
At 8—Begins to cut up.
At 16—Cuts a figure with the girls
At 18—Cuts a figure in his pa's salary.
At 19—Cuts ice about town. Cuts lectures.
At 20—Cuts in at dances.
At 21—Is cut out for a wonder at graduation.
At 22—Meets a girl. Cuts his rivals on the street.
At 24—Cuts out the other fellows.

BOW-WOW FOR BREAKFAST.

Three thousand dogs were passed as being fit for food by the Berlin inspection staff. There is almost as much of a fad for dog meat in Berlin as there is for horseflesh in Paris

HER CHEERFUL DISPOSITION.

"Children, you musn't make so much noise," said the hostess. "What will Mrs. Brownson think of you?"

"Oh, I don't mind it, Mrs. Smithby," said the caller, with a frigid smile. "I used to live near a boiler factory."—Chicago Trib.

A GERANIUM TIP

Gernaniums dug up carefully before frost comes and hung up in a dry cellar by a rag about the roots will grow better when set out in the spring than those left in the ground.

AN EFFECTIVELY ARRANGED TITLE PAGE

there are half a dozen business men settled in a cross-roads corner in some city such a co-operative paper could be made very profitable and could be made to develop the little section into an important trading center.

The merchant should not forget to place his address prominently in his advertisements in the store paper. They are as necessary there as in the regular newspapers and for the same reasons.

If the dealer is in a city it would be a good plan to give explicit instructions in the way to reach his store from down town. If his location is in a country town and he sends his papers outside of his immediate locality, such instructions would be valuable also.

If the merchant is using the store paper to supplement his newspaper advertising, it will pay him well to frequently advertise the store paper in his newspaper advertisements, stating that it will be sent to any one free for one year. It could even be used as a premium if it has any pretensions at all to being a monthly magazine.

We reproduce the title page of a little store paper called *T. W. Marse & Co.'s Store News*, published by that firm in Taylor, Texas. The make-up of this page is very good. The division of the advertisement of shoes into men's and women's is a good idea. On this page there appears one column of reading matter to two columns of advertisements. The proportion in a paper of this size is not bad. As long as there is reading matter beside the advertisements the results are likely to be good.

We also reproduce a page from a store paper issued by The Whittelsey Dry Goods Company. Fond du Lac, Wis. This page appears without reading matter to help draw attention to it. The effect of the page is not good, because the type matter seems to sprawl all over. White space is not concentrated enough to make a good display.

The dummy page for a store paper reproduced from *Brains* is a good one to follow. It is suggested there that the whole four pages have the same arrangement. We would suggest that the arrangement of all four pages be entirely different. For instance, on one page a full column could be used for an advertisement with perhaps a part of another column containing a smaller one. On another page the last two columns might be advertising and the first two reading matter.

The make-up of the pages should be varied, for two reasons at least. One is, for the sake of change—variety. The eye is attracted more quickly by contrast than by symmetrical arrangement. The other reason is more important. If every page presents the same appearance people are apt to skip over a page, thinking they have already read it.

People do not always read a paper at one sitting, and when it is picked up the second time, there being no variation in make-up, the reader does not know where to begin or where they left off reading.

CHAPTER XVI

BOOKLETS, LEAFLETS, FOLDERS, ETC.

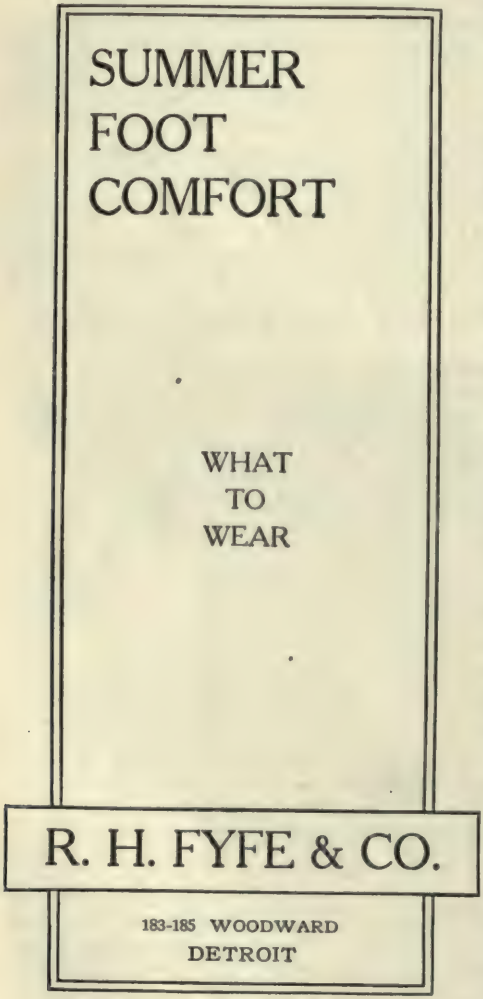
THE booklet is one of the most approved methods of sending an advertiser's message into the home or office. It is more personal than a newspaper advertisement, and is usually more explicit and entertaining. When properly mailed it will reach the parties intended. Its value does not often stop there, for after the person to whom it is addressed has absorbed the message, it is cast aside and is usually read by many others before it is finally destroyed.

The retailer's booklet is likely to be of interest to all men and women, and the more times it is read the better the chance for returns. Unless it is neat in appearance, outside and inside, it is likely to be destroyed at once without a reading. The retail merchant who gathers together a few cuts, sometimes obsolete, or entirely foreign to the subject matter, and prints these with a few incomplete descriptions and prices, cannot expect to get good results.

The booklet has been aptly termed "the aristocrat of advertising." Some of them are indeed veritable works of art. Others are mere straightforward business messages. Art books are likely to be preserved, but the booklet is intended to be read and not preserved. The retailer should place business first in this matter and art last.

At the same time the booklet requires more care in preparation, if possible, than any other piece of printed matter prepared for the store. It is a prospectus of the store and as such should represent the store. If it is of flimsy material and poorly printed, the store is likely to be thought shabby and cheap, when, perhaps, the opposite is the case.

In sending forth a booklet the merchant has a much wider field than the newspaper offers him. His story does not require to be boiled down to a few sentences. He does not have to dwell upon only one phase of the subject at a time, but can treat the whole subject as he chooses. He has all the space he requires and should tell his story and stop. Then he should decide how large the booklet must be to contain his message.



The best paying booklet for the retailer is one that will combine all the best features of the catalogue, the circular, and the newspaper advertisement. The booklet that is merely a circular in disguise is no better than a circular.

In shape the merchant has an endless variety to choose from. Freak shapes have their value, as all freak printing has, but it is more of an experiment than any other kind of printing. When it "takes" it is very valuable, but when it does not it is valueless.

The best shape booklet for the retail merchant is an oblong or square in one of the standard measurements. A size that fits into a man's coat pocket is preferable when it is to be sent to men. Booklets too large to fit the pocket are usually laid away and finally forgotten and never read.

Perhaps the best size to use is one measuring three and a quarter inches across the page by six and one-half inches long. This will fit easily into a number six and a half or seven envelope. When booklets are to be mailed odd-shaped sizes are often hard to fit with regular stock size envelopes, which necessitates having special sizes made at a special price.

A booklet may be composed of eight or more pages. The eight, or at most, sixteen, page booklet should be large enough. If it is not it would be preferable to divide the subjects carefully and issue two booklets.

A booklet having abnormally large pages and few in number always looks skimpy and should never be issued when a smaller size with more pages can be used. A booklet with a goodly number of small pages always looks "stockier" than a thin one having larger and fewer pages.

The scope of the booklet is without limitation. Its purpose is, primarily, to interest the reader—as much so as if it was a novel or a book of adventures—and secondarily, to skillfully direct attention to the advertiser's wares.

As the ultimate purpose of the booklet is to sell goods, it should be filled with matter calculated to interest, instruct, or amuse the class of persons who may be possible buyers of those goods.

The booklet should be entertaining reading. It should not be too technical. In fact, the less technical language used the better. The popular terms should always be used because then they will be understood. When technical terms are necessary it is wise to use qualifying or defining phrases with them, giving their popular meaning as well.

Humor is permissible in a booklet, but it is a wise man who avoids it. The more business-like the merchant can be the better. Smartness and cuteness is inexcusable. The diction should be smooth and carry the reader easily along. It is not necessary to chop up the sentences or even the paragraphs. Let the paragraphs naturally divide themselves and avoid long ones when possible.

The booklet should usually be illustrated. Cuts illustrating the articles described are usually best of all, but sometimes cuts illustrating some thought in the text can be made of telling force.

A booklet may be issued by the retailer for the purpose of promoting the sale of one line of goods only, or it may cover several or all the lines he carries, and be also used for the purpose of familiarizing the general public with his store.

Booklets can be used at any time. They may be made seasonable by issuing them at regular intervals. The shoe merchant, for instance, may issue a booklet in the spring and another in the fall. He may add another for Christmas trading, and for any other special event, but the spring and fall issues should be his special ones.

The clothier and furnisher can issue any number of little booklets during the year. He can have one for spring hats; for spring shirts, neckwear, etc.; for spring clothing. Later he can use one devoted to straw hats, or to summer suits, or he can combine these into one. Overcoats and heavy underwear will demand another in the fall.

A fairly good booklet of eight pages with self-cover can be prepared and printed, exclusive of cuts, at a cost of about ten dollars a thousand for the first thousand. The second and subsequent thousands will usually cost about a third less than the first thousand. If a cover is used, of cover paper, the cost of course would be more.

An artistic cover usually adds considerable to the value of a booklet. When cover paper is used care should be taken to have the ink harmonize with the color of the paper.

A title page similar to that of R. H. Fyfe & Co. is made up of single and double rules. Simplicity lends to this an artistic effect that much ginger-bread ornamentation would destroy. When a fancy border is used the page becomes more complicated and is in the end often less artistic. When the rules are printed in red and the type matter in black the result is very attractive. If this is done it is wise to use a rule border around all the pages of the booklet, also printed in red.

When colored cover paper is used there should be no printing on the inside of the covers, either at back or front. But where no special cover paper is used the inside of the cover becomes page two. Upon this page it is usual to give some kind of an introduction. Here is one from a recent booklet:

> "This store is grateful for the patronage it has enjoyed for the past seventeen years, and trust we have earned your support by deserving it. We have devoted a lifetime to study of the feet, and every subject pertaining thereto.
>
> "We have continually worked on the basis that a correctly shaped and properly made shoe has all to do with the welfare of the feet. We attribute our success as a result of careful attention to all the little details of the wants of our customers.

"We mention in this booklet a few of the many styles we are showing this season. We believe that these shoes are the best results of skillful workmanship, and examples of good shoemaking.

"Our footwear has given satisfaction because of the good qualities it possesses."

The policy of the store is here defined and is a good one, viz., correct shoes correctly fitted.

As many retailers must prepare all their own printed matter, including booklets, folders, etc., it may be wise to give a few hints as to how specifications for printing should be constructed for the information of the printer in submitting an estimate.

In the first place, if you have seen a booklet or piece of printed matter you particularly desire, it is always well to submit it along with your specifications. This is often of great service to the printer in arriving at a definite understanding as to your wants.

In stating the character of a proposed publication it should always be indicated as to whether booklet, folder or catalogue is desired and the general purpose for which the issue is intended and the class of people whom it is to reach, should also be noted.

If there is to be but one edition the number of copies required should be carefully stated. If there are to be several editions the minimum and maximum editions should be given in order to strike an average estimate for the job. An outline for the book, with the number of pages to be devoted to illustration and reading matter, as well as some idea as to the amount of illustration desired is information not to be neglected.

A dummy for each page should be prepared and submitted with the text to be used, as it is almost essential that the matter to be used be measured for the purpose of estimating the cost of composition.

In the matter of paper economy a book or booklet should be in such a form as to be divisible by eight or sixteen pages, inasmuch as the smallest form is usually eight pages and the largest thirty-two. This will save you presswork and will also save paper.

In calculating for the size of the page it is always well to allow from one-half to one inch for margin around the type page, this applying particularly to the use of any cuts that may already be in your possession or that you propose to order.

It is well to personally consult the printer regarding the quality of paper you wish to use, as he is always fully conversant with prices and can be of much assistance to you in making your selection. You may have your own particular style of type you wish used. If you do not have them, go through booklets and other printed matter and select the type that appeals to you most and submit it with your estimate.

In the matter of cuts a well defined idea as to what you will require should be yours before you submit your estimate to the printer. In case you wish to have the engravings made, it is always well to specify also the number of square inches of half-tones, vignette half-tones, zinc etchings or wood cuts you will require. This matter should be submitted with the estimate to the printer in case he is also an engraver, otherwise it may be submitted as a separate estimate for the engraver.

The cover design is a matter of taste and your desires as to the number of colors used should be distinctly stated. If you think results would be increased by the use of something unique in a cover effect, say so.

The presswork and binding may be safely left to the printer. Books that carry as high as 48 pages may be saddle stitched with wire through the center of the inside pages and cover. Those of 48 pages or more are usually side stitched inside pages, with cover glued on. Should the book contain a number of pages less than 100 the most satisfactory form of binding will be by sewing; this allows the book to open flat at any portion. However, books of over this size can not be well treated in this way. Small booklets may be tied with silk cord or string.

The full page advertisement of Wanamaker's is reproduced because of its excellent display and unique composition. Similar matter suitable for the merchant's own store,

Christmas Suggestions at Wanamakers

For Grandmother



Change purses, 25c, 50c, 75c, $1.
Crocheted slippers, $1.50.
Scarfs, 50c to $3.
Sterling silver picture frames, $2.25 to $30.00.
Weathered oak footrests, $2 to $6.
Black taffeta, 35c to $1.50.
All-wool white blankets, $6.75 a pair.

Crepe de chene, 36-inch, 35c to $1.50.
Down quilts, $10 and $12.
Embroidered robes, $28.50 and $30.
Brocade/cloth evening coats, $25 up.
Fancy lorgnette chains, $1 to $15.
Fur-trimmed broadcloth coats, $25 to $30.
Hat pins of jet, 25c to $1.75.
Traveling bags, $3.50 to $25.
Waist patterns, $1 to $30.
White aprons, 25c to $2.25.
Umbrellas, 25c to $20.
Sterling silver cologne bottles, $1 to $12.25
Sterling silver salve jars, 75c to $2.

For the Baby



Short dresses, 30c to $16.50.
Infant dresses, 25c to $7.50.
Caps, 50c to $5.
Robes, 12c to $3.75.
Pillow cases, 10d to 98.
Infants' wrappers, 50c to $18.
Fur rugs, $2 to $28.
Leggings, 30c to $3.

Noah's ark, 25c to 98.
New art forms, $1 to 98.
Lead soldiers, 50c.
Toy pianos, $1 to $90.
Buster Brown's Pranks, 50c.
The Wuggleburg Book, 50c.
A B C Mother Goose, 75c.
In the Woodbine Twine, 50c.
Wee Folks' Story Book, $1.
Shoo fly rockers, $1 to $4.
Washable dolls, 25c to $7.
Children's table trays, 25c to 50c.

For Wife or Mother



Irish point lace curtains, $5.50 to $27.50
Hemstitched damask towels, 25c to $1 each.
Knit bed sets, $4 to $27.50
Lunch cloths, $1.15 to $3.50 each.
Mercerized portieres, $5 to $11 pair.
Sterling silver bonbon dishes, $3.25 to $12.50.

Sterling silver flasks, $5.50 to $12.50.
Sterling silver salts and peppers, $2.50 to $19 pair.
Tray covers, 25c to $1.50 each.
Angelus piano players, $250 to $300.
Autopianos, $465.
Campbell pianos, $195.
Cluster diamond rings, $60 to $650.
Corpe de chine, 40-inch, $1.25 to $3.
Dessert plates, French, $3 to $40 dozen.
Ice cream sets, $4.50 to $42.
Library chairs, $3 to $45.50.
Diamond and cluster scarf pins, $20 to $425.
Sterling silver cologne bottles, $1 to $12.25.

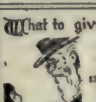
For Father or Husband



Alligator slippers, $4.
Brass gloves, plush-lined cases, $1.75 to $6.
Cigar jars, 30c to $4.50.
Evening dress protectors, $1 to $3.
House slippers, bedside, $1.50.
Leather hat cases, $5 and $6.
Meerschaum pipes, in cases, $3 to $32.50.

Men's Jules Monard watches, $75 to $750.
Persian lamb collars, $15 and $18.
Persian lamb gloves, $15.
Printed French linen handkerchiefs, 75c to $1.50 each.
Razors, 50c to $2.50
Smoking sets, 50c to $18.
Sofa pillows, $1 to $9.50.
Sweaters, $1.75 to $5.50.
Auto baskets, fitted, $11.50 to $85.
Fireside chairs, $12.75 to $65.
Japanese silk handkerchiefs, 25c to $1 each.
Leather gloves, $1 to $2.50.
Paper knives, 75c to 50c.

What to give Grandfather



Ash receivers, 25c to $2.75.
Canes, 50c to $10.
Leather cigar cases, 75c to $5.
Diaries, 10c to $2.50.
Easy chairs, $22 to $95.
Inkstands, 25c to $2.50.
Umbrellas, 75c to $20.
Neckties, 25c to $2.50.
Pipe racks, 50c to $6.

Shaving mirrors on stand, $1.50 to $6.
Smoking tables, $2.75 to $13.50.
Tobacco pouches, 50c to $1.50.
Wanamaker's Special Geneva watch, $50.
Black broadcloth mufflers, 50c to $5.
Seal caps, $18 and $22.
Slippers of Dolgeiti, $1.50 to $22.
Ribbon watch fobs, 50c to $3.75.
Razor strops, 25c to $2.50.
Dress suits, $25 to $45.
Humidors, $1.75 to $15.

For the School Boy or Girl



Girl:—
Baby Blanche, undressed doll, $1 to $4.
Baby Ethel, undressed, $1 to $3.
Baby Dorothy, undressed, $2.75 to $7.50.
Doll beds, $1 to $5.
Doll peasants, $1 to $10.50.
Doll houses, 50c to $17.
Embroidered and hemstitched handkerchiefs, 12½c to 50c each.
Bronco felt slippers, $1.
Roller skates, 40c to $10.
Scarfs, 50c to $12.

Boy—
Accordions, $1.50 up.
Air rifle, Daisy, 75c to $2.
Boys' rip saws, $3.75 to $4.50.
Brownie ten pins, 75c.
Electrical train sets, $4.50 to $30.
Firebrands that throw water, $1 up.
Indian suits, $2 to $4.50.
Magic lanterns, $1 to $18.
Mechanical barber, 50c.

For Jack at College



Calendars, 25c to $1.75.
Leather gloves, $1 to $2.50.
Mon's socks, 25c to $1.
Sandow dumb bells, $2.
Scrap baskets, 65c to $5.
Shaving stands, $0.75 to $20.
Easy chairs, $22 to $95.
Umbrellas, 75c to $20.
Neckties, 25c to $2.50.

Pipe racks, 50c to $6.
Smoking tables, $2.75 to $13.50.
Tobacco pouches, 50c to $1.50
Wanamaker's Special Elgin watch, $50.
Japanese silk handkerchiefs, 25c to $1 each.
Leather dressing cases, fitted, $1.50 to $22.50.
Suit cases, fitted, $18.50 to $85.
Sterling silver hat brushes, $3 to $5.50.
Sterling silver clothes brushes, $3.50 to $10.
London Films. Wm. Dean Howells, $2.25.
Roast turkeys, candy holders, 5c to $1.25.

For Mary at College



Kimono throw rugs, $25.
Kimono scarfs, $45.
Leather gloves, $1 to $3.
Silk Romeo-Juliets, fur-trimmed, $1 to $1.50.
Extracts, 25c to $9.50.
Glassware, 25c to $1.
Albatross dressing sacques, $2.75 to $7.
Fancy neck scarfs, $1 to $3.50.

Gold ribbon pins, $1.75 to $15 pair.
Silk petticoats, $3.75 to $38.50.
Sachets, 8c to $2.
Silver-plated toilet sets, $5 to $6.50.
Sterling silver combs, 75c to $3.25.
Sterling silver hair brushes, $3.75 to $10.
Colfax linen paper, 25c box.
Golf vests, $1.75 to $3.25.
Sweaters, $1.50 to $9.
Wrappers, cashmere and flannel, $7.50 to $15.50.
Waist patterns of cobweb, $1.52.
5 o'clock tea kettles and stands, $1.50 to $8.

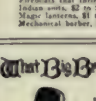
For Elder Sister



Silk wrappers, $5.50 to $65.
Dressing sacques, silk, $4.50 to $18.75.
Elderdown sacques, 85c to $8.
Piderdown bath robes, $3.75 to $10.50.
Nightgowns, 50c to $18.
Silk petticoats, $3.75 to $20.50.
Mohair petticoats, $2.25 to $3.50.
Golf vests, $1.75 to $3.25.

Sweaters, $1.50 to $9
Silk waists, $3.85
Batiste waists, $3.75 to $9
Blonde volumes of songs and piano music, 75c to $1.50.
Specially good bonbons and chocolates, 30c pound. $1 for 3-pound boxes.
Gift of fruit, 5-pound boxes, $1.50.
An Old Garden, by Joseph Henry Barbour, $1.45
The One Horse Shay, Oliver Wendell Holmes, $1.10.
Colfax linen paper, 25c box.
Gold brooches, $2 to $18.
Manicure sets, $1.75 to $23.

What Big Brother Would Like



Auto baskets, fitted, $11.50 to $85.
Leather photo frames, 25c to $1.25.
Tool chests, fitted, $2.75 to $145.
Canes, 50c to $18.
Unlaundered initial handkerchiefs, 12½c each.
Edison phonographs, $10 up.
Framed Christy pictures, $1.25.

Gold cuff buttons, $3.50 to $11.50 pair
Gold collar buttons, $1 to $1.50.
Gold scarf pins, $1.50 to $25.
Gold vests, $2 to $37.5 net.
Guitars, $2 up.
Mandolins, $1.50 up.
Sterling silver watches, $5.50 to $15.
Tennis racquets, $1 to $8.
Leather suit cases, fitted, $1.50 to $5.
Caddy bags, $1.50 to $7.
Hand-embroidered Irish handkerchiefs, 25c to 50c.
Dash watches, in case, $1 to $14
Weathered oak book racks, $2 to $9

For the Invalid



Adjustable bed stead table, iron frame and wooden top, $8.
Pair of warm slippers, $1 to $3.
An air cushion, covered in satine, $1.55 to $5. In silk, $2.50 to $5.
Bottle of invalid cologne, 75c and $1.25.
Night clock, $10, on gas bracket, shades light and shows time, $2.25, $3.75 and $12.

Reclining arm-chair, adjustable iron frame with velour cushions, $20.
An alcohol stove. Good ones for 50c; better ones, fitted with tea and coffee infusers and an egg boiler, $2.75. Larger ones of heavy nickel plate, $4.50.
A year's subscription to a weekly or monthly periodical. Plenty to choose from at various prices.
A footstool, $1.75 to $7.50.
A potted plant, $1 to $7.50.
Individual china tea set, $3.50 to $12.
Room gown, $5 to $50.

The Only Girl or Man in the World

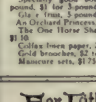


For Her—
Fancy belt pins, 50c to $2.25.
Bonbon, 86 up.
Cloisonne vases, 75c to $5.
Duchesse, hemstitched handkerchiefs, $1 to $3.98.
Four-fold screens, $3.50 to $60.
Framed etchings, $3.50.
German silver card cases, $5.

Gold lockets, $6 to $45.
Music cabinets, $6.50 to $60
Princess diamond rings, $60 to $170.

For Him—
Bronze desk articles, $1.75 to $25
College flags, 50c to $1.
Burnt wood hand-mirrors, $1.
Brass desk accessories, 50c to $15.
Fountain pens, $1 to $6.
Military brushes, 50c to $7 pair
Smoking sets, 50c to $18.
Sofa pillows, $1 to $9.50.
Sterling silver picture frames, $2.25 to $28.50
Diamond and cluster scarf pins, $20 to $425.

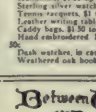
For Little Children



Automobiles, $4.50 to $95
Bicycles, boys' and girls', $13 to $18.
Blackboards, $1.75 to $3.50.
Boxes of puzzles, 25c to $1.25.
Leather gloves, $1 to $1.50
Handbags, 50c to $1.
Umbrellas, 50c to $2.50.

Wool gloves, 25c to $1
Coasters, 50c to $2.50.
Express wagons, 50c to $6.50.
Initial handkerchiefs, 2 in box, 25c, 40c
Irish mail wagons, $3.75.
Painting books, 12c to 35c.
Postal card albums, 10c to $2.50.
Rocking horses, $2.75 to $15.
School bags, 50c to $2.
Tricycles, $3.50 to $16.50.
Velocipedes, $1.50 to $15.
Toy worker chairs, $1 to $6.50.
Skates, 50c to $6.50.

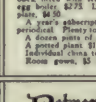
Between Women Friends



Decorated India trays, $3.75.
Folding work baskets, 75c.
Fancy powder boxes, 50c to $1.50
Fans, 50c to $25.
Hair receivers, 50c to $3.50.
Metal jewel boxes, 25c to $3.
Leather music bags, $1.25 to $3.75.

Silk opera bags, $5.
Vocal scores of operas, bound, $1.50 to $2.
Five o'clock tea bottles and stands, $1.50 to $8.
Cloisonne vases, 75c to $3.
Princess lace-edged handkerchiefs, 50c to $3.
Gold-plated bags, $2 to $20.25.
Gold scarf pins, $1.50 to $25.
Japanese dinner gongs, $1 to $10.
Jardonieres, 50c to $6.
Large china placques, $2.50 to $10.
Colognes, 25c to $3.85.
Hand-painted corset bags, $3.50.

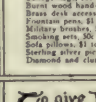
Between Men Friends



Bag leather arm-chair, $40 to $175
Pair of fur driving gloves, $3 to $30
Fur cap, $3 to $22.
Silk opera hat, $6, $8 and $10
French briar pipe, $1 to $6.50.
Tobacco jar, $1.25 to $5.
Cigar cases, sterling silver, $4.25 to $31.50.

An oil, deer hair or other wild animal hand, plenty of all sorts in the Carpet Store, fifth floor, New Building.
Driving whips, beauties, from $1.50 to $25.
Collarette, $16 to $87
An auto-valet, holds clothes without creasing, $65 and $95.
Scarf pin, gold onex, $4.50 to $25.
A silk umbrella, $3.
A suit case—solid leather—$5 to $12.

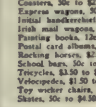
To give Pastor or Doctor



Gold robes, $15.50 to $41.50.
French Jacquard-figured handkerchiefs, $1 each.
French white hemstitched handkerchiefs, 50c to $3 each.
Fur carriage robes, $12 to $40.
Fur gloves, $3.50 to $6.
Mill folds, $1 to $7.
Card cases, one and up.
Wallets, $1 to $3.
Pieced veal caps, $3.

Printed bordered Irish linen handkerchiefs, 12½c to 50c.
Initial handkerchiefs, six to box, $1.50, $3.
Ribbon robes, $6.75 to $9.50
Silk-and-linen handkerchiefs, 50c and $1.50 each.
Suit cases, $5 to $20
Traveling bags, fitted, $15 to $85.
Scrap baskets, 85c to $3
Nickeled cost hangers (six), in leather case, $5.
Sandow dumb bells, $2.
Fireside chairs, $12.75 to $65.

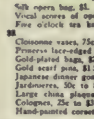
For Household Helpers



Celluloid hand-mirrors, 95c to $3.
Celluloid mirrors, easel back, 60c
Collar and cuff boxes, $1 up.
Lace-edged handkerchiefs, 12½c to $1 each.
Leather belts, 50c to $1
Pin cushions, 50c.
Scalloped handkerchiefs, 25c to $1
Silk belts, 50c.

Silver thimbles, 25c.
Tape measures, fancy cases, 25c
Work-boxes, 20c to $18.
10 yards light or dark percale, $1.25
10 yards plain or fancy gingham, $1 $1.25
10 yards plain or fancy seersucker, $1.25
10 yards plain black sateen, $1.25, $1.50
10 yards linen-finish cretonne, $1.50.
Plain side combs, 15c to $1.50
Women's underwear, 25c to $13.
White aprons, 25c to $2.25.
Pyrographic outfits, $1 to $8.

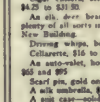
For Man of-all-work



Socks, 25c to $1.
Wool gloves, 50c to $3.
Overcoats, $12 to $20.
Sandow dumb bells, $2.
Sterling scarf pins, 25c to 50c.
Tool chests, fitted, $2.75 to $35.
Umbrellas, 75c to $20.
Underwear, 25c to $15.
Neckties, 25c to $2.50.

Tobacco pouches, 50c to $1.50.
Unlaundered initial handkerchiefs, 12½c each.
Fancy mufflers, $1 to $2.
Candy, 20c to 60c pound.
House slippers, $1.50
Razors, 50c to $2.50
Cardigan jackets, $1.50 to $5
Fountain pens, $1 to $6
Pocket knives, 25c to $5.
Suspenders, 25c to $2.
Rubber boots, $3.50 to $4.75.

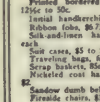
Dog'tman or Policeman



Knit jacket, $1.50 to $3.
Tobacco pouch, 50c to $1.50
Memorandum book, 5c to 40c.
Whistle, 5c to 15c
Belt, 50c and $1
Leads, 25c to $5
Razor, 25c to $3.
Heavy leather gloves, 50c and $1
Muffler, $1 to $3.

Heavy, comfortable shoes, $3 and $3.90.
Arctics (overshoes), $1.50 and $2.50.
Ear tabs, 10c and 25c.
Razor strops, 25c to $3.
Inexpensive watch, $1 to $2.
Flannel shirt, $1.50 to $3.
Handkerchiefs, 10c and 25c.
Pipe, 25c to $6.50.
Sweater, $1.50 to $5.50.
Shirts, 50c to $3.50.
Collars, 13c and 25c.
Suspenders, 25c to $1.
Neckties, 25c to $1.

Elevator Man or Newsboy



Elevator Man—
Knife, 25c to $5
Razor, 25c to $3.
Inexpensive watch, $1 to $2.
Belt, 50c and $1.
Suspenders, 25c to $1
Neckties, 25c to $1
Shirts, 50c to $1.50.
Collars, 13c and 25c.
Pipe, 25c to $6.50.
Tobacco pouch, 50c to $1.50
Heavy leather gloves, 50c and $1.
Memorandum book, 5c to 40c
Flannel shirt, $1.50 to $3.
Handkerchiefs, 10c and 25c.

Newsboy—
Skates (ice), 50c to $4.50.
Woolen gloves, 25c and 50c
Muffler, $1 to $3.
Sweater, $1.75
Shoes, $2.
Inexpensive watch, $1 to $2
Ear tabs, 10c and 25c.
Caps, 50c and $1
Neckties, 25c to $1

prepared in a similar manner would make an excellent Christmas booklet. The divisions could hardly be more suitable had they been prepared for a special booklet.

An eight-page booklet, with type pages measuring $2\frac{3}{16}$ by $4\frac{5}{8}$ inches would cost under ordinary circumstances about ten dollars.

Here is the way the estimate is obtained:

A type page measuring $2\frac{3}{16}$ by $4\frac{5}{8}$ inches equals 20 by 42 ems, or a total of 840 ems to the page.

Eight pages make 6,720 ems. Printers in small towns charge from 25 to 50 cents a thousand ems for composition. A fair charge is 35 cents, making $2.35 for composition.

Imposition, or making the pages up into a form for the press, is usually figured at 35 cents an hour for the time required. An eight-page booklet could be imposed in two hours, making 70 cents.

Now comes presswork, stock, and ink. We will figure on one thousand copies. Fifty cents an hour is usually charged for cylinder presswork. It would take about an hour to make the form ready for printing, and about one hour to run one thousand, making $1.

The cost of ink in a thousand run is usually put at 25 cents.

The stock, or paper, is charged by the pound. The stock here would cut four booklets to the sheet. A thousand copies would need 250 sheets or half a ream. Supposing our paper weighs 50 pounds to the ream, and sells at 8 cents, one-half ream will cost $2.

Then there's the binding. A thousand eight-page booklets would cost about 75 cents.

If we allow $3 for cuts the cost of 1,000 booklets, $3\frac{1}{4}$ by $5\frac{1}{2}$ inches would cost $10.05. Here are the figures:

Cuts	$3.00
Composition	2.35
Imposition	.70
Make-ready and presswork	1.00
Ink	.25
Half ream 50 lb. stock at 8c	2.00
Binding	.75
Total	$10.05

Each additional thousand after the first would cost what the presswork, ink, paper, and binding amount to, or about $3.50. Of course, these prices will vary in different towns and cities.

We are reproducing the cover and inside pages of a booklet used by the John Schroeder Lumber Co., Milwaukee, Wis. This is a very good booklet and as announced on its title page tells the story of hardwood flooring in nine chapters, illustrated. At the very start one's attention is gained by the attractive cover; the title page is brief and to the point. All of the talks are interesting and not long winded. The man who prepared the copy didn't try to make a long drawn out story of it, but simply tried to tell the facts that would prove of interest to prospective customers.

The pages showing the manufacture of "Steel Polished Perfection Flooring" are well illustrated and in logical order. Some of the departments the reader will note are illustrated by half-tone reproductions, others by line drawings. The cuts for these pages were originally used in trade journal advertisements, and used consecutively must have been profitable trade journal publicity.

A leaflet is practically a small booklet. It is usually of but four pages, the sheet being folded once, but if folded into more pages and not stapled or bound, and the leaves uncut, it is still called a folder.

The shorter the message on a leaflet the better it is apt to prove for the merchant. A booklet may be long and wordy, but a leaflet, never. The message in a leaflet to a certain extent is similar to that on a billboard. It must be so that he who runs may read. If it is not read when it is first received it goes into the waste paper basket.



The Factory Foreman--

"I BELIEVE it would be just about as hard to find a flooring factory on a par with this as it would be to find a brand of hardwood flooring of anything like the quality of

"Steel Polished Perfection"

Good light, perfect ventilation, strictly modern construction in a word, America's finest flooring factory.

Nor must the machines of this wonderful Schroeder system be overlooked for they it is that produce the perfect fit and rich finish so greatly characteristic of Schroeder flooring.

An ideal factory, thoroughly skilled workmen, and the best system of machines in the country—that's the combination I have for keeping "Steel-Polished Perfection" in a class by itself."

Made only by

JOHN SCHROEDER LUMBER CO.,

Milwaukee, Wis.



The Grading-Room Foreman--

"HERE you see a section of my department—just a corner of the immense moisture-proof room where

"Steel Polished Perfection"

The Modern Hardwood Flooring

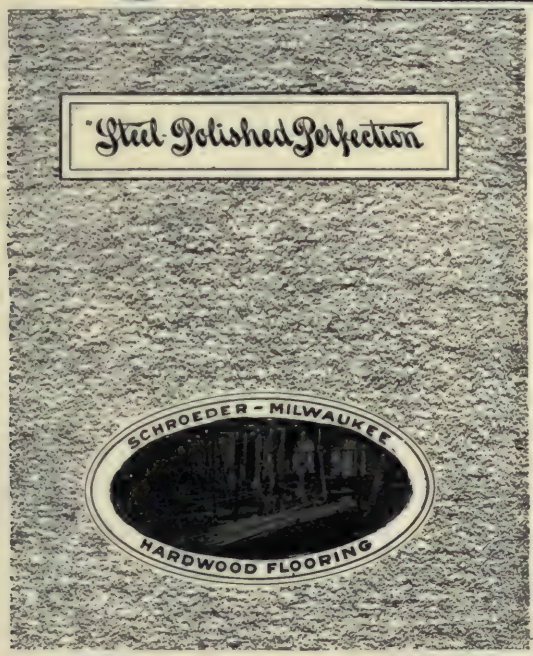
is sorted, bundled and labeled. Without a second's exposure to dampness, it is automatically conveyed from the factory directly to us to be sorted into three grades—Clear, No. 1 and Factory—and then bundled in the troughs accurately gauged to feet and half-feet.

The grading is based mainly upon the quality of the wood itself, for, as a result of the Schroeder perfected processes of manufacture, the factory flooring matches as easily and accurately as the very best grade."

Made only by

John Schroeder Lumber Co.

Milwaukee





The Storage Warehouse Man--

"AFTER all the extra care and cost expended during the various processes of its manufacture to keep

"Steel Polished Perfection"

The Modern Hardwood Flooring

perfectly dry, it would never do to store it in an ordinary lumber shed.

So, to properly care for our product this warehouse was built—high and dry, directly over the kilns, where darkness and dampness are unknown and where there is never a drop of moisture to be absorbed.

And so, you see, you have one more important point to bear in mind when you are seeking a brand of hardwood flooring that can be depended upon not to shrink."

Made only by

John Schroeder Lumber Co.

MILWAUKEE, WIS.



The Teamster--

"I'LL TELL you how I happen to know that

"Steel Polished Perfection"

The Modern Hardwood Flooring

matches more easily than any other brand. Since driving a Schroeder wagon I have noticed that trips have to be made about twice as often to keep the carpenters supplied with flooring as they did at the last place I worked.

At the building shown in the picture we certainly were kept busy. The carpenters said they could lay our flooring almost twice as fast as any other kind.

And I heard the architect say "This flooring can't shrink—it's as dry as a bone!"

Made only by

John Schroeder Lumber Co

MILWAUKEE

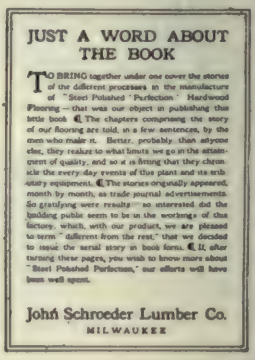
A striking illustration or a catchy headline, or more properly speaking, title, will often save the booklet and leaflet from becoming valueless.

A leaflet should advertise but one line to a page. Any more will burden the reader, or he will think it will, which is the same thing.

A booklet or leaflet printed in two or more colors is worth all it costs for extra presswork. Colors, especially bright reds and greens catch the eye quicker than a solid black can.

Red and black, green and yellow, black and red, go well together. There are dozens of other good combinations.





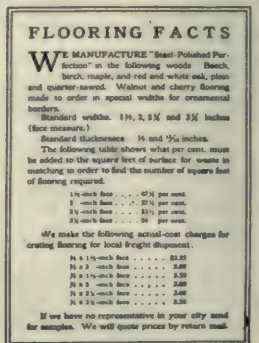












As before stated it is advisable to mail the booklet to prospects. Some other methods of distribution may seem less costly, but are likely to prove more expensive in the end. A booklet is a message from the advertiser to the consumer. If the consumer receives the message the booklet has done its duty. It is questionable, then, whether the message is delivered if the booklets are thrown on doorsteps or stuffed into mail boxes unstamped. In nine cases out of ten the person intended to receive it never sees it.

Heavily coated paper when converted into a booklet should always be delivered flat. The writer remembers receiving a handsome booklet, one that must have cost all of half a dollar to prepare and print, in an almost unreadable condition. This was caused by rolling. The advertiser instead of using envelopes used wrappers and there being but four pages in the booklet it was crushed in the mails and opened up with the surface all crushed and creased. If the advertiser could have seen his booklet when delivered, and studied out the effect it might have upon most persons receiving it, he would have "cursed his folly" in trying to save a few cents by using the wrappers instead of envelopes.

CHAPTER XVII

CIRCULARS, ADVERTISING LETTERS, MAILING CARDS, ETC.

CIRCULARIZING has been tested by some of the largest advertisers and found to bring adequate returns. It has also been tested by hundreds of smaller advertisers, who are not so sure that it is resultful advertising. The difference in the experience of these advertisers is easily accounted for. It is not the method that is at fault, but the manner in which it is carried out.

Every merchant receives circulars, sometimes a number in the same bunch of mail. How many does he read? Perhaps not more than 10 per cent. of them. The other 90 per cent. are cast aside as worthless. A glance is all they get. Some are too long, running even to two or more closely printed or typewritten pages. Others are obviously from small and inexperienced firms, for these are printed in some obscure job office whose facilities for turning out printing are obsolete. Cheap paper characterizes a great many of them. All are hopelessly bad.

In the matter of good or poor printing the retailer should be a good judge—he has abundant opportunity for studying style and workmanship in printed things.

For the purpose of distinction we have named a printed proposition a circular, and a circular letter, whether it be written or printed as an advertising letter. The circular proper will not be, or seem to be, a letter. If the reader will remember this distinction we are making he will more easily understand the purport of this chapter.

The circular then is a printed proposition made by the advertiser and mailed to individual addresses. This circular may be folded and inclosed in an envelope, or it may be folded so as to pass through the mails without a covering.

It may be of varying sizes, from one the size of ordinary note to one the size of a newspaper page. The latter size is rather too unwieldy, and if there is a necessity for that much space being used it had better be made into a pamphlet or booklet.

A circular may be printed on only one side of the sheet or may be folded and printed on both sides, forming more than one page.

The gist of the whole message should be told in the headline. It should be printed in large readable type. This type need not necessarily be a heavy face, for a good legible light face type is much better. The body should never be set in type smaller than ten point if it can be avoided—twelve point type is better still. The circular may be illustrated, and if half-tones are used a very good class of paper should be used. In any case the paper should be a fair quality of book paper.

The address of the advertiser should appear at the bottom of the circular and should be full and explicit.

For the purpose of drawing attention there may be some such legend upon the wrapper as "This is not a waste basket circular and you can prove it," or "This circular conveys a message for you, don't throw it away," or "This message is intended for you, not the waste paper basket." The circular should always be sent out under one cent postage. It is not necessary to pay letter postage on a printed circular. By placing a red stamp on the envelope and sealing it the advertiser is assured only that the envelope will be opened, not that the circular will be read as some advertisers assert.

The advertiser should not take too much for granted in any of his printed literature. This should be remembered in preparing both circulars and advertising letters. Because the advertiser knows his proposition so thoroughly is no reason for believing that everyone to whom the circular is directed will know it also. The object of the circular is to be informing. Some circulars are cut too short. They are too brief to allow of a full exposition of the proposition being made. Such circulars cannot make sales.

The circular which is a circular pure and simple, and does not pretend to be a letter, is just as effective to-day as it ever was in bringing trade. It is printed in plain type, on good paper, and is just a circular. In it the advertiser states his proposition as tersely and as briefly as possible. The message is absorbed by the one who receives it, even when its final resting place is the waste paper basket.

The advertising letter is a higher phase of advertising matter than the circular. It is a letter that is sent out as a personal letter, but is produced by the hundreds or thousands and sent to lists of names as varying in size as is the advertiser's campaign.

It is the old circular letter scientifically metamorphosed into a personal letter. As such it is sure to reap greater returns for the advertiser.

Franklyn Hobbs, one of the best posted men in the United States on advertising letters, says of them:

"An advertising letter must first be well written, then reproduced so that it will have the appearance of a typewritten communication. Much also depends on the list of people to whom it is sent, and much on the day of mailing. Two-cent postage is essential, and there are a number of other little details that make for results, which are commonly overlooked by those who mail direct advertising.

"In writing an advertising letter too many advertisers fail to make it a letter. Instead, the tendency is to write simply a circular which, upon first sight, is seen to be such. I find it difficult to convince some advertisers that an advertising letter is not a catalogue, a booklet or a price list. They want to tell too much, and in place of a letter would send what is simply an advertisement in letter form. Eighty per cent. of all the circular letters sent out announce themselves as an advertisement in the first line with some such beginning as, 'I want a moment of your time,' or 'Will you pardon us if we venture to call your attention to——.' The other 20 per cent. go to opposite extremes, and endeavor to be familiar, overlooking the fact that a facetious communication is never sent in the regular course of business correspondence to a stranger.

"The familiar, or clever letter, is dangerous, for one never knows whom it will reach in general mailing.

"An advertising letter must be something more than a circular, and it is still something less than a personal letter, because it must be mailed to a large list of people of different temperaments. If true to its name it should be as near a combination of advertisement and letter as one can put together.

"Language should not be too precise, for real letters are dictated. Use idiom rather than rhetoric, and familiar expressions instead of exact grammar."

A large publishing concern in Chicago has done considerable circularizing. Some of their advertising letters are very good, while some of them are just ordinary. One of them that reached a salesman reads:

"You have been waiting a long time for a book on business correspondence of actual *figure-able* value.

"A practical book—a book that would take the real everyday letters you dictate—and show you how to make them stronger—more forceful—more effective, etc."

This salesman never dictated a letter in his life. He never had anything to do with the office correspondence. Is it not absurd then that such an advertising letter should be sent to him?

Another one that reached a poor bookkeeper, who was toiling from morning until night, contained this frank inquiry:

"Be *frank* with yourself, for a moment——

"Are you *perfectly* satisfied with the way your books are being kept?

"Are you willing to wait until February 15th for a statement of your January business? etc."

We wonder what the poor bookkeeper thought was coming.

Another letter begins:

"I made a determination to-day.

"I resolved to place in your hands for your inspection and criticism—and in the hands of every live, progressive business man—a set of our —— —— ——."

These are samples of form letters that are sent out by the thousands. They are merely circulars after all, and are masquerading under the guise of personal letters. They are printed in imitation typewriting on the firm's letter-paper and are signed by a pen and the addresses filled in with a typewriter.

There has been an attempt made to strike a personal note in each of these letters that when they did reach the right hands must have brought good returns. But when they reach men whose business is of a different nature it merely causes a smile, while the letters are tossed into the waste basket, and help to swell the enormous amount of money spent in useless advertising.

The circular letter or the advertising letter should be printed in imitation writing, or typewriting, if possible, and the names filled in, but many small firms cannot afford to have their few hundred advertising letters printed at so much expense. Any printing office can supply a good printed circular letter which for the purposes of the small retailer is likely to be just as effective as the more expensive kind.

It should be a letter. It should start off with "Dear Sir." The letter should be just the same as if it had been written personally. It need not be polished into a literary gem. If it is, it is likely to soar above the heads of commonplace business men. The personality of the writer will have been squeezed out of it entirely.

There are many times when a circular letter sent to a selected list of customers, or persons who might become customers, will bring quicker returns than an advertisement placed in a newspaper. The cost will be about the same, but the direct message contained in the circular or advertising letter will act quicker.

Supposing the shoe merchant decides to try out circular letters for a season. His first task will be to make up his list of names. It is hardly possible to make advertising letters pay if the same circular is sent to the lawyer and doctor, the artisan and mechanic, the farmer and merchant. Lists for the trade, lists for lawyers and judges, lists for doctors, lists for mechanics, etc., should be prepared and letters should be written especially for each list when it is at all possible.

Suppose he has his lists ready, and the spring season is opening. To the lawyer, doctor, preacher and men of that class he advertises his better grades of shoes. To the mechanic and laborer he advertises his medium and working grades. Supposing he has only 1,000 names in his lists; these may be sub-divided into five classes averaging two hundred names each. It will cost practically five times as much to prepare these five circular letters as it would to prepare but one letter for the whole thousand. The cost of mailing is the same either way.

How about returns? The same letter sent to every name on the list must be so general in tone as to include all classes within its range. It might be likened to the old shotgun. It is well loaded, but it scatters so that only small game can be brought down with it.

THE E.P. SHOE

Phelps Shoe Co.
304 St. Charles Street
NEW ORLEANS, LA.

New Orleans, DEC 30 1905 190

Dear Sir:

I can give you five good reasons why you should wear the E. P. Shoe. They are Union Made in a Union Factory, by Union Labor; every pair bears the stamp of the Boot and Shoe Workers Union, and are sold to you by Union Clerks. I firmly believe they are the best Shoes on earth for $2.50. I know they are the best in New Orleans.

Let me see you at the store real soon---I want to show you the shoes.

Bring a friend along, and oblige,

Yours etc.,

E. P. Phelps Jr.

THIS IS THE OFFICIAL STAMP OF THE BOOT AND SHOE WORKERS UNION

But let the letters be directed to the different classes, and worded to suit their tastes and temperaments, and the returns will be a hundred fold.

Particular care should be taken in the wording of these letters that nothing is said that is likely to offend. For instance, a man who is particularly cranky about his shoes may recognize that fact and probably cannot help it. He is built that way. If he received a letter like the following he might be offended at its directness:

"A pair of these shoes have been bought for your particular comfort. You know how hard it is to find you a really comfortable shoe, etc."

Some men would think the retailer was hitting them a rap over the knuckles if they received a letter worded like that. But if it was changed around a little and read:

"We have had several customers who are very hard to fit say they never wore such comfortable shoes before. We have a pair of them waiting for you to try on, which we believe you will find the most comfortable fit you have had in years."

There can be no possible chance for offense in such a wording, while it covers the same point.

All classes of merchandise can be advertised by the circular letter. Wearing apparel, things to eat, things that are good to look at, expensive and inexpensive alike can all be sold by good circulars. This has been proven by many mail order houses, and surely what they can do the retail merchant can. He has many more facilities for succeeding with this sort of advertising than the mail order houses.

We are reproducing a circular letter mailed by the Phelps Shoe Co. to the workingmen of New Orleans. It is strong in selling power because it is simple and because it goes direct to the point of the subject. A letter of ten lines similar to this one is far more likely to receive a careful reading than one of twenty lines or longer.

The majority of people do not receive as many letters nor as many circulars as the merchant and professional man, so that the circular letter is a particularly good proposition for the retailer to use.

One circular letter is of very little value, however, except as it supplements his other advertising. But a series of letters multiplies the value wonderfully. This series should never be less than three—five is perhaps better. The first letter should state the proposition fairly and squarely. The second, usually sent out about ten days or a week after the first one, should mention the fact that a former letter had been sent, and then give more reasons why the reader of the letter should make his purchases at once and at the advertiser's store. The third of the series should be similar in character to the second and should be just a little more persistent. If it is the final letter of the series a special price might be quoted or a special offer of some premium or souvenir made. It should in some manner try to clinch a sale.

When there is only one circular or letter to be sent it might be advisable to combine the two by sending a letter on the first page of the sheet and utilizing the other three for illustrations and offerings. This circular should be, when folded once, the size of ordinary commercial note-paper. This form presents the letter first upon its being taken from the envelope and being opened. This letter should call especial attention to the offerings on the following pages and urge the reader to look them over.

The mailing card is one of the cheapest and best mediums that the retailer can use for bringing any direct proposition before the public. It can be made of any reasonable size to fit any proposition. It should not be a mere postal card, for that brings it within the limits of a brief form of letter. It should be printed much in the same form as a newspaper advertisement. It should have a strong headline. It should state in the body of the text just why the card is sent out. It should give the proposition in a plain and forceful manner. It should be full of suggestion. It should give reasons why the receiver should take advantage of the offer. It should state all the advantages of the offer. The offer should be set forth in such language that it cannot be misunderstood. Any mailing card that does this and is sent to a good list of names will pull direct results.

The mailing card should be illustrated, but it is better to use a plain one than to use some of the "jim crow" illustrations used by some advertisers. The card must be dignified or it will not be well received. No man will do business with a firm that makes too many pretensions; that uses a megaphone, as it were, to shout its message into his ear.

There are many firms manufacturing odd styles of mailing cards. The use of these, while often expensive, is likely to bring in adequate returns.

The mailing card printed in two or more colors will attract more attention than one printed in one solid color. The colors should harmonize, however, with the message and not be such as will offend good taste.

Mailing cards should be used in sets of three or more. Each additional card sent out adds to the value of the former ones and strengthens its own proposition in the same manner in which each succeeding newspaper advertisement adds to a firm's standing in the community.

If a series of three or more cards are used the message should be so graded that each succeeding card adds to the message sent in the former cards. New ways of expressing the same idea should be used and new reasons for accepting the proposition should be given.

Suppose the hatter sets out to advertise his hats by means of mailing cards to a thousand men. The first card should briefly state the policy of the store, its standing in the locality, its facilities for getting and handling the latest styles. It should then take up some particular class of hats and tell about them in a way that will picture them to the readers' mind. Prices should be casually mentioned. If it is a spring campaign the first card would be issued some time about the early part of February. It would take stiff hats for its first subject. The second card might be sent out about a month later and take for its subject soft hats. Another following as soon as weather conditions are right should treat about the straw hats for summer.

Such a series sent to a thousand men that wear hats should bring about good results. It will help along the newspaper advertisements that are daily or weekly appearing along the same lines.

A clothier can use the cards in a similar manner. One can illustrate and tell about the new spring coats and rain coats. Another about the early spring suits. Another could take up the new summer two-piece suits. These cards should tell what colors and styles are being most favored and set forth the advantages of trading at the advertiser's store.

Another good card for the clothier, furnisher or tailor to use would be a "dress-form chart," showing the proper styles in all articles of apparel for all occasions. Such cards would be appreciated by a great many men who like to keep up to date and follow closely the dictates of style. These cards could be sent out occasionally as changes of any moment occur.

The retailer receives many mailing cards in the course of a month. By preserving the best of these he can pick out ideas enough to help him prepare a good series for his own use. Form, color, style and even subject matter are all there for him to appropriate for his own use.

No matter what the style of the card used, no matter how well illustrated it is, no matter how neatly it is printed, unless the copy is strong in advertising power it is useless. It must be "salesmanship copy" or it is likely to prove of little value. It must be straight from the shoulder selling talk if it is to sell goods.

Your copy must fit the goods; it must fit the person to whom it is sent, and the one thing to be kept prominently before you during its preparation is that the sole and only purpose of the copy is to sell goods. Such copy used on mailing cards sent out at intervals and judiciously sandwiched in with other items of direct advertising matter will create as much business per dollar invested as any known sort or kind of advertising.

The souvenir post card craze can be taken advantage of by the retail advertiser. Comic post cards are cheap, and if judiciously used will bring in good results. The comic that is suggestive of improper things should be severely left alone. The merchant who would dare use one of these would lose caste with a great many men who frown down on anything that might have a hidden meaning.

CHAPTER XVIII

A FOLLOW-UP CAMPAIGN FOR THE RETAILER

IN THE last two chapters was shown the value of booklets, circulars, advertising letters, and mailing cards. In this chapter is outlined a campaign in which they can be used. It is called a "follow-up," because one piece of advertising follows another until the "prospect" is landed or the last of the series is used.

Supposing the clothing merchant makes up his mind to be more active the coming season, to do more advertising and to make that advertising as effective as possible. He is using the newspapers right along, and, of course, will not drop that. But he must do more advertising than that which he is doing in the newspapers, and decides to try circulars and mailing cards. Several of these, together with a good booklet, will make up an excellent advertising campaign.

It is conceded on every hand by expert advertisers that it is better to concentrate an advertising appropriation than to scatter it. It is far better to advertise effectively to 500 persons than to merely reach 5,000 with doubtful results. That is, it is more profitable to reach 500 persons with ten advertisements than it is to reach 5,000 with only one advertisement.

The retailer must keep continually hammering away at a prospective customer until he has secured him, or until he is perfectly sure that he cannot induce him to become a customer. No merchant can expect to secure every person in his neighborbood as a customer. There are other merchants who have bound these people to them by friendship, good service, good merchandise, and other ties. But he should try to secure for himself all he can, and it is surprising how many people there are who will come when invited, who will go where commanded, who will act upon the merest suggestion. It is these people that the retailer should try to induce to come to his store for their supplies.

Now, for the clothier's follow-up campaign. We will presume that it is the fall season and that the clothier carries a full line of wearing apparel for men, including men's hats, furnishings, clothing and shoes.

He, first of all, prepares his booklet, which should be in the nature of a diminutive catalogue. This booklet will treat of the store policy and be a general invitation to each reader to call at the store. It will take up each line separately and give some information about staple lines that are usually carried in stock. Men's business suits, men's dress suits, blue and black suits, light weight overcoats and raincoats, heavy weight overcoats, odd vests and trousers, hats, shirts, underwear, shoes and rubbers should all have separate sections or departments in this booklet. It might be necessary to have thirty-two pages in which to tell the whole story. This, of course, would depend largely upon the size of the establishment. It should at least be large enough to do justice to the stock.

If desired this booklet instead of containing all of these lines and being of considerable size could be divided up into say four smaller ones. These could be sent out at intervals of a week apart, and alone would make up quite an effective campaign. But we will suppose for the purpose of illustration that there is to be but the one booklet.

This booklet is to be sent to men who are not customers of the store or whose purchases there are only occasional. The object of the campaign is to get new customers; to bring prospective customers to the store. The list should be carefully made up of men who are known to be householders and to men who are holding steady positions in the locality. Names of irresponsible persons on a list of this nature weakens the returns from it by adding to their cost.

It is very desirable that young men should be interested in the store, and a special folder should be prepared and sent to them. The parent receiving the regular follow-up matter will naturally communicate its purport to the members of his own household.

The booklet should be mailed at the beginning of the season, just at the time when the chilly nights are turning men's thoughts toward heavier wearing apparel.

About ten days later a circular letter should be sent out to the same list of names. It might state that the booklet had been sent and that if not received, another would be mailed on request. The retailer might add that he had sent the booklet for their mutual benefit; that he believed it would be to the advantage of both for the person addressed to become a customer of the store. The policy of the store might be emphasized by stating that every customer of the store was assured satisfaction in every purchase or money would gladly be refunded. It might end something like this:

"Kindly look over this little booklet again—see if there is not some line described that you can use. If there is, come to the store some time and let us show it to you. Come anyway. We will always be pleased to welcome you here."

It is desirable that careful record be kept of all who respond to these invitations. When any of those whose names are on the list have called and made purchases or have only looked over the stock, their names should be taken off the list so that the remaining pieces of literature do not reach them. The reason for this is obvious. When one man invites another to call at his home and he does so he does not continue to importune him to call. He may ask him to call again—that is permissible, but he would only make a fool of himself if he kept on urging him to call, all the while ignoring the visit already made.

After another week having elapsed he should send out a mailing card. This card should be an advertisement, pure and simple. It should take up some special line, such

as heavier underwear, rain-proof coats or shoes. The weather conditions might dictate just the line most suitable, for it should mention the most timely line possible. It should be as seasonable as the merchant can make it.

At the end of another week another circular should be mailed. This should be in the nature of a personal letter, as should the first circular. This one might start off with:

"Have you been in to see our new lines yet? If you have not, you are missing a treat. We are anxious that you should see the nobby styles we are offering this season, and extend you another invitation to call. Come this week."

The letter then might take up some special line, such as business suits. These need not be very elaborately described, but one or two special lines can be casually mentioned and priced. These, if illustrated in the booklet, could be referred to, the page on which they appear being mentioned. This might be followed by a closing paragraph similar to the following:

"Perhaps you are well supplied at this time with clothing, but there is always something wanted in ties, collars, shirts, and other little things that are to be found here. Drop in any time you need something to wear and let us show you what is new."

In another week another circular is sent to the same old list of names. This letter should be short and should state that a small folder is being prepared illustrating some of the new things in shoes and hats, the two extremes. It might say:

"These lines are already on sale, and we would be pleased to have you see them at any time. Don't wait for the folder if you are in need. It is not intended to take the place of our show-rooms, for it can but inadequately represent our offerings. Only a few of the novelties can be shown in the folder, while we have hundreds on sale," or something to that effect. In it should be also mentioned some new thing in either shirts, ties, or other article that has a popular sale.

This circular will prepare the mind for the folder, which should follow in about a week's time. It will make the folder much more valuable than if it was sent out first, and then a letter following it or even one being sent with it. It has served to make the mind curious of what the folder will show. It is sure of a reading, while otherwise in some cases it would be cast aside.

In this campaign the merchant has concentrated his advertising eloquence upon a certain number of persons known or unknown. From first to last seven pieces of advertising have been mailed to each in the space of two months. Now, if one of these little advertising bullets does not hit the mark, nor all of them together make a strong impression, it would be a queer thing. It is certain that every one on that list will, at least, give the merchant a chance to make good his statements unless they are wedded to some other store. Even old customers of other stores will, at least, come to see the store of the man who has so persistently advertised its good features.

Those who come out of curiosity to look around should be treated with the same courtesy as those who come to buy. Those who buy should be assured that it is the desire of the store to give perfect service, reliable merchandise, and satisfactory wear.

If any claims are made or complaints arise they should be settled and adjusted to the satisfaction of the customer at any cost. In this case the dealer has gone to considerable expense to obtain new customers. The purchases made in the first case will give but little profit because it has cost considerable to secure the customer. It is the second, third, and following purchases that will bring the profits to the merchant's cash drawer.

If this campaign does not secure a goodly percentage of new customers it will fail from one or both of two causes. The advertising matter was not properly written or the store service and the merchandise are not up to the mark.

Now, what about the old stand-bys of the store? Are the old customers to be neglected altogether in this campaign? By no means. Old customers are valuable, even more so than new ones.

The booklet, mailing cards, and folder used in the campaign outlined above should be secured in sufficient quantities to allow of one of each being sent to the old customers'

list, as well as the new list. These can be sent out when the others are mailed and in itself will make quite a nice little series.

The merchant should by no means neglect his newspaper advertisements during this time. In reality he should give them more attention than usual, for on them he must depend to a certain extent to verify what he is sending out through the mails.

When he sends out a mailing card calling attention to some particular line he should talk that same line in his newspaper advertisements. In the same way he should display these lines in his windows. The advertising in the follow-up, in the newspapers and in the window should be identical to bring about the best results, for the one helps each of the others in making sales and creating a good impression.

In his newspaper advertisements he might say:

"See our window display."

In the window he should have a card saying:

"See our advertisement to-day in the —— *Press.*"

This plan is given here merely as a suggestion; it would not suit all clothing stores nor could it be followed very closely by stores handling other lines. It is given merely as a suggestion of what might be done and as an illustration of our idea of the follow-up campaign of a retailer.

The hardware merchant would have to follow entirely different lines. He would have to have his mailing lists divided into a number of classes. He could send out a catalogue of stoves to householders. He could send out a circular about paints to owners of houses. He could send out circulars or mailing cards to builders and carpenters. Tools could be advertised by a little booklet sent out to all men who work by the day and who have any use for tools. Such a list might be secured from a membership list of the different trade unions in a city.

The shoe merchant could follow the plan outlined quite closely, but the baker and confectioner could not. The latter could use a series of half a dozen mailing cards sent to housewives. On each card some new feature of the baking done by the advertiser should be featured. One week it might be bread, next week, cakes, the next, pies, etc. If he does catering as well as baking he should not neglect the opportunity of telling how much trouble he could save the hostess at such functions as she may give during the season.

The dry goods merchant has material enough for a dozen pieces of follow-up literature. He can feature dress goods in their season, wash goods, underwear, hosiery, corsets, etc., in their season. In fact there is no business that cannot be increased by a plan of this kind.

In some localities, where there are a number of R. F. D. routes, a follow-up campaign could be worked vigorously. Even if the trading is done mostly away from his town the merchant could make it interesting enough for the farmer to bring him to the merchant's town.

A follow-up can be made up of several pieces of inexpensive advertising mailed at regular intervals. Any particular line of goods can be exploited in this way. If they are mailing cards, and these are the best where a cheap means are required, because the postage on them is but one cent, each one should feature but one particular point. Each point is then brought out, the one following the other. These cards coming closely together, one after the other, will make the person addressed curious about the article advertised. This curiosity arouses a desire first to see the article and then to possess it.

Not many retailers have given this idea of a follow-up campaign much thought. If it has been thought of at all it was only to be dismissed as useful for mail order houses and general advertisers, but of no practical value to the retailer.

If any one who has read this chapter earnestly will say thoughtlessly that it will not pay, he is most strongly advised to let it alone. But the retailer, who sees possibilities in it, is strongly urged to try the plan for one season. If it is successful he can continue it for another, and make it a feature of his advertising for the future. The second season he can improve on his first season's efforts. He can profit by his former mistakes by avoiding them in succeeding campaigns.

CHAPTER XIX

CALENDARS, BLOTTERS, PICTURE CARDS, ETC.

AS AN advertising medium, calendars are good, notwithstanding the fact that there are millions of them distributed every year. The calendar is perhaps one of the oldest methods of modern advertising now in use, but at one time the insurance company and the printer seemed to have the sole right to their use.

Nowadays, almost every firm, wholesale or retail, small or large, gives away calendars, or have given them away at some period of their business existence. Some have brought advertising results and some have not.

The merchant knows what a scramble there is about holiday time for calendars. The very fact that so many persons inquire for them is proof positive of their advertising value.

Profitable or not, as a standing advertisement, the merchant who distributes a pretty and artistic calendar will get the good-will of every person who receives one. They get word of mouth advertising from its distribution even if they do not get it from the calendar itself.

The wall hanger is probably the most sought for by the women, but it is for its artistic merits alone and not for its utility as a calendar. Men, office men especially, find a large wall hanger calendar very useful, but in many cases the pretty picture is cut off and the calendar pad hung up.

These large artistic ten-color reproductions of famous pictures, handsome stage beauties, and beautiful women often find a resting place under a passe partout frame. Human ingenuity, especially that of the female gender, will find a way to mutilate the handsomest calendar unless the printed advertising is placed in the figure or on the scene represented. When this is done the hanger loses its value in their eyes, but it becomes an advertisement of value then. It may not be hung in the most conspicuous place in the home, but it will be hung somewhere for its artistic value.

These hangers are among the most expensive of all calendars, except those made of other materials besides paper. Celluloid, velvet, metals, etc., are employed to make many neat effects in calendars that run up rapidly into money.

There is one kind of calendar that will always find a place in an office or home; those little ones that can be slipped into a No. 7 envelope and are just the thing for mailing.

These little card calendars will find a resting place in the home and office every time. The beauty and artistic merit of the design will decide whether that place be the kitchen or parlor. Some of the scenes depicted on these little calendars are genuine works of art reproduced in the living colors of the originals, while others are handsome half-tones. printed from steel or copper. These can be had so reasonably now that there is hardly any excuse for a retailer not using them.

The writer has seen many mutilated hangers, some of which have cost closely upon a dollar apiece, but he could never tell who the firms were that issued them. Clever feminine hands had so arranged it that the firm name and advertisement could not be seen. Alongside of these he has seen hanging many of the smaller card calendars that are kept for their usefulness more than for their beauty. These have borne the names of the advertisers, and have brought no blush to the face of the housewife who has collected them. One was a picture to her, a work of art, while the other was just what it represented itself to be, a calendar, a household necessity.

One of the neatest of these little calendars we have ever seen was issued by a shoe retailer, doing a small business in a small town. He usually bought five hundred, and he never paid over three cents apiece for them. He made no ostentatious display with

them, but quietly placed one inside of each parcel as it was being wrapped up. They were small enough to go inside of the smallest shoe carton. And into these they went during December, and until they were all gone. He said:

"Last year I did not buy any calendars. I felt that it was a useless waste of money, because there are always so many of them given away, but I found I had made a mistake. A great many women told me they regretted the fact that I had not procured any that year. They said they were always pleased to have mine, because they were just a nice size to fit into any odd place on the wall. Larger ones, while perhaps being more handsome, took up too much wall space. I am distributing calendars again this year, and I do not consider it a waste of money. My customers look to me for some kind of a good-will offering at Christmas—what better article can I procure than a calendar?"

This retailer had hit on the right idea in calendars. People run wild over very handsome designs in calendars, but after all it is the little ones that are the most useful for the ordinary home.

There have been many ideas utilized in making up calendars that go far to having them hung to stay hung at least for one year. Take the combination match-safe and calendar, for instance. Here the utility of the article is doubled, and hence, the likelihood of its being preserved is also doubled. Then, there are those little novelties called color barometers, in which one or more of the characters in the picture are dressed, in part, at least, with real clothing. This is usually the skirt of one of the figures. With every change in the atmosphere the color of the skirt changes, indicating fair weather, rain or change. These are valuable as curiosities as well as barometers, and when a calendar pad is added make a novelty that is sure to be looked at very often during its life.

When expensive calendars are used it is up to the merchant to see that they are distributed where they will do the most good. He should find a place for them in hotels, barber shops, public halls, waiting rooms, etc. He should deliver these himself, personally, or through a responsible representative, and see that they are hung to stay hung and that there is no chance for another to be hung over it, obscuring its beauty, at the same time hiding the advertisement. The rest he should distribute from a list made up of his customers and friends. A few should always be reserved for those who may come in at the eleventh hour, wondering why they were not remembered.

In purchasing calendars of any kind the retailer should select but one style or pattern. The design or picture should be the same on each and every one of them. If different scenes or pictures are purchased there will always be some who will want to make a choice, causing loss of time, when it can be least spared. Others there are who will find them all so beautiful that one of each will be demanded as a right. These requests the retailer can hardly refuse to grant to a good customer, but in that way some of his customers get several and some get none.

The advertisement on the calendar must of necessity consist of but few words. This is usually merely the business card of the firm preceded by the words, "Compliments of."

If the firm has a store motto or advertising phrase the calendar will assist in making it a household word. There should be some sort of advertising phrase used besides the simple business card, and if the store has never used a motto one should be coined for the occasion.

While there should be some advertising done in the printed matter on a calendar it must be done in small space and the fewer the words the larger the letters will be. Small type are of little value in advertising on calendars and should be avoided. It is far better for merely the name and address to be seen plainly than for a long-winded advertisement to be hidden from the eye unless a close inspection is made. It must be readable at a glance or it will never be read at all.

Blotters make good advertisements. The value of the advertisement rests entirely upon the quality of the blotter. The kind that will blur the writing are not good advertising, but the very opposite.

As in everything else there is a right and a wrong way to distribute blotters. They are cheap, and because they are cheap some merchants value them too lightly. They

distribute them freely as long as they last, and when they are gone wonder how it was they were fools enough to go in for them at all.

Blotters, like calendars, are articles of utility. There is a place for them in every home, and in every office. The whole trouble lies in getting them into that place.

They may be profitably distributed from house to house. This does not mean that they should be thrown into front yards. It means a thorough distribution. The distributer should ring the door bell, and hand in the blotter with the remarks, "Kindly accept this blotter, with the compliments of —— & ——."

In office distribution it is better to leave but a couple at most on each desk. At the end of a week another couple could be left and so on until it is decided to quit their use. When a stack of a dozen or so are left at one time they are looked upon as of less value and are thrown away half used. The longer they do duty the more lasting the advertisement.

The advertisement printed on the blotter should also be short. Large type should be used, for the message that it conveys must be easily read while the blotter is in use. Some bright catch line should be used, one similar to, "You can't blot out the fact that, etc.," is easily remembered and is appropriate as well.

The schools should not be forgotten in a blotter campaign. In fact, to the writer's mind, it is here where the blotter will be found of the greatest value. As in office distribution they should be sparingly distributed. Sufficient to supply each pupil with one each week is better than leaving half a dozen for each, for then they become too common to be thought of after the first moment's enthusiasm.

The advertisement on the blotters for school distribution should be very simple. They should be illustrated with outline cuts. These the pupils will find much pleasure in copying, for each pupil draws at school these days. When children's wares are advertised in this way the appeal should be direct to the child. Make the child want what is advertised, and the parents will hear of it, and the store that advertises it will not be forgotten when next anything in that line is required. The boys and girls will see to that.

Picture cards are another means of advertising, through the eyes of the children. All will remember some years ago, the craze there was for picture advertising cards. The craze is being duplicated in the craze for picture post cards. Picture cards are now printed very cheaply in colors, owing to modern advancement in the art of printing. If used at all they should be freely given to all children who ask for them.

Picture puzzle cards are, perhaps, of more value, as they will be taken into the homes, and the parents interested in the solving of the problem.

Picture cards are considered of little value to-day as advertising, but these puzzle cards should be good for any line.

Such cards as "The Liar's License," the "License to Butt In," etc., are good, when the retailer is catering to the young men's trade. Such novelties always take with them. If they are such as to cause them to discuss the store freely, the advertising value can readily be seen.

CHAPTER XX

ADVERTISING NOVELTIES

THERE can be had a lot of advertising out of the advertising novelty if it is properly used. In the first place the novelty must be suitable for advertising the business represented. In the second place it must be properly distributed so as to avoid loss. There is perhaps no kind of advertising that is so often misused as the advertising done with these little novelties. A careful selection of the novelty to be used and a careful distribution to avoid duplication and to escape placing them where there can be no results from the advertising are absolutely necessary to obtain returns from their use.

Almost any thing that is to be given away free that contains advertising matter on it, or on the wrapper, or when advertising matter accompanies it, may be called an advertising novelty. Free samples are the only exceptions to this rule.

The object of using advertising novelties is to get advertising from them. It is obvious, then, that an article of general utility, one that is often used and one that will be kept the longest is likely to prove the best advertising medium.

Half or more than half of the advertising novelties listed by manufacturers as novelties are utterly worthless. Some because they are of no earthly use, being neither useful nor ornamental, and others because they are so cheaply and flimsily made that they will not stand usage.

Some very beautiful advertising novelties are rendered worthless by the manner in which the advertising is placed on them. A pretty piece of bric-a-brac makes a very acceptable novelty to the majority of women, but if the beauty is marred by the advertisement it will not long be seen, but will soon be thrown upon the rubbish heap.

Nathaniel Fowler, Jr., has laid down the following among other rules as a guide to the use of novelties. They are worth remembering when the merchant sets out to use novelties as an advertising medium:

"The novelty of use will be kept longer than the novelty of looks."

"The novelty of both use and looks will be kept the longest."

"The best advertising novelty is the one that supplies some definite want and has a real use, and is not so covered by advertising as to be objectionable to the receiver."

"It never pays to give the public anything disappointing, apparently cheap and poorly constructed."

"Never distribute an advertising novelty promiscuously."

"The method of distribution should be decided upon, and the expense calculated before the order is placed."

"Better have a hundred novelties, with little advertising upon them, well kept and appreciated, than a thousand novelties thrown away."

These axioms on the selection and use of advertising novelties might be continued to cover the subject, but to do so would take up too much space.

Advertising novelties have become a staple on the market, and many firms devote their whole resources to the manufacture of them. They are made of every conceivable material, such as wood, paper, metal, glass, celluloid, bone, etc. Some can be purchased as low as half a cent apiece, or even less, while others range in price as high as a dollar. The method of distribution and the number to be distributed will often govern the price to be paid where an advertising appropriation is limited, as it usually is in the retailer's case.

It is often hard to decide just what is best to get for distribution. The difficulty is slight if the customers, or "prospects" to whom they are to be given are all of one class. But when of mixed classes it is the hardest thing to decide just what will be most acceptable to the largest number.

We give here a brief list of some of the advertising novelties that have been used for years. They have drawn trade for hundreds of merchants and will draw trade again for the retailer who uses them rightly:

FOR THE OFFICE AND MEN

Cigar Cases.
Paper Weights.
Card Cases.
Ink Stands.
Rulers.
Match Safes.
Tooth Picks.
Pin Trays.
Pin Holders.
Pencils.
Memo. Books.
Memo. Pads.
Blotters.
Envelope Openers.
Diaries.
Calendars.
Lead Pencils.
Match Strikes.
Mirrors, Wall.
Wood Business Cards.
Aluminum Cards.
Stamp Boxes.

FOR THE HOUSEHOLD AND WOMEN

Pin Cushions.
Aluminum Combs.
Ash Receivers.
Games, such as
Dominos,
Checkers,
Playing Cards,
Card Games.
Thermometers.
Tumblers.
Pocket Books.
Tin Cups.
Book Marks.
Brushes.
Vases.
Whisk Holders.
Fans.
Aprons.
Nail Files.
Corkscrews.
Tin Scoops.
Yard Sticks.
Coat Hangers.
Laundry Bags.
Asbestos Mats.
Package Carriers.

FOR CHILDREN

Paper Horns.
Feather Darts.
Balls and Bats.
Footballs.
Bag of Marbles.
Dolls.
Drawing Books.
Wood Whistles.
Tin Whistles.
Patent Drums.
Bows and Arrows.
Kites.
Scholar's Companion.
Picture Cards.
Puzzles.
Rulers for School Use.

FOR SPECIAL USES

Carpenters' Aprons.
Carpenters' Pencils.
Advertising Caps.
Tobacco Pouches.
Horse Covers.
Advertising Umbrellas.
Canvas Gauntlets.
Pencil Clips.
Imitation Peanuts.
Imitation Firecrackers.

Many of these can be successfully used in either or both the office and home. To this list might be added many of those little articles for personal use—those that are carried about in the pocket of the man or in the purse of the woman. Those in mind are, stamp boxes, toothpicks, pocket combs, diaries, pin cases, key rings, etc. There are hundreds of little things in daily use that may be used profitably in advertising. Almost any little article that is of everyday use will serve.

It is strange that novelty dealers are so short-sighted as not to see the value of trade journal advertising. These weekly and monthly papers reach practically all the retail merchants in the country, yet one can search them through, from cover to cover, and often not find one dealer in advertising novelties advertising. Can it be that these dealers believe there can be only one kind of advertising—that done by the advertising novelty? If they do, they are making a sad mistake.

As before stated, the method in which the novelty is distributed either adds to or takes away from its value. If thrown away upon all comers, it is a waste of good advertising money.

When they are to be distributed from the store, a list of all possible names should be secured. These names should be checked off, as the novelties are distributed. This is absolutely necessary where the advertising novelty is costly, and therefore limited in numbers. Some persons are only too willing to accept these little gifts over and over again, even when they know it is the intention of the merchant to present one only to each customer.

It is always best for the merchant to decide first, just what he wants to do, what people he wants to reach, how much he can afford to pay for this campaign, and then decide whether it will pay him to use one class of advertising or some other class.

Some time ago the *Shoe Retailer*, Boston, Mass., offered a prize for the best essay on "How to Get Out-of-Town Trade." The author submitted the following essay which was adjudged the best and awarded the prize. It is given here, not to gratify the vanity of the writer, but because a campaign is there outlined in which an advertising novelty is the principal medium used. It was entitled:

PERSONAL VISITS WIN

The best way to secure trade from the surrounding country is to go out after it. Make a house-to-house canvass and personally invite each family to deal at your store.

This is no herculean task as one would at first thought suppose. It is easily accomplished and is both a profitable and a pleasant undertaking.

Secure some useful advertising novelty for distribution. This will serve as an excuse for your call, and if the novelty is one that can be put into daily use, it will stand as a lasting reminder of your visit. Suitable advertising literature should be prepared to be left with the novelty.

Nothing then remains but the distribution. A merchant can hire a livery rig and starting out early call at a great many houses before he has to return in the evening. If the whole of the surrounding country cannot be covered at one time it is better to take up the work by sections and cover each section thoroughly.

When you call you should state the reason of your visit plainly. You are giving the family a personal invitation to deal at your store and you intend to give them good values for their money.

While the campaign outlined above will bring in many new customers, and is not expensive to operate, it can be made still more effective by adding somewhat to the expense.

Supposing a merchant starts out July 1st, to make his canvass and is willing for the next two months, usually the dullest in the year, to give a discount of ten per cent. to his country customers for the purpose of securing a much larger turnover than usual, he can follow this suggestion:

In addition to the novelty and literature to be distributed, let him have "discount coupons" printed similar to the following:

DISCOUNT COUPON

This coupon entitles

Name.....

Address.....

or any member of his family to a 10 per cent. discount on any purchase made at our store before.....(Date).....

This discount is given to show our appreciation for past favors.

(Name, address and business.)

These coupons can be printed on white paper and are for distribution to customers of the store that the merchant meets in his canvass.

Another lot of coupons, printed on pink paper, could be used for distribution to those who have never dealt at your store. The only difference in the wording necessary would be that following the line shown below the date. On these coupons the following should be used: "This discount is given for the purpose of introducing our up-to-date goods to the holder," or something to that effect. In this way coupons are prepared for two distinct classes of people, viz., old customers and prospective customers.

These different sets of coupons should be cheaply bound into books and have a perforation at the bound end so they can be easily torn out. A few sheets of carbon copying paper will complete the outfit, and you are ready to make your canvass.

There are two reasons for using the coupons. One, to induce trade to come to your store to secure the discount; the other, to assist you in compiling a reliable mailing list.

When you call at a house you state your mission and present your novelty. Naturally the housewife (you will generally meet the women of the household, but that is perhaps better for you, as they are the buyers) will be pleased, and you can easily have a short conversation with her.

If she has been a customer of your store you give her a white coupon, filling in the name and postoffice address, making a duplicate copy at the same time. The prospect of a discount will tend to make her even more affable, and you can secure all the information you want from her. This should be done without asking too many blunt questions but should be brought out in the conversation.

Let me suggest that you get at the following facts:

1. How many men in the family.
2. How many women.
3. How many boys.
4. How many girls.
5. Are there any babies.
6. Are there any old people.

With this information about every family on your mailing list you will not be sending a circular about "Baby's Footwear" to those who have no children, and you will save enough in postage and printing to go a long way toward paying for your present campaign.

You follow exactly the same process at the house when you find your store is not known, only giving out a pink coupon instead of a white one.

When you leave the house you should set down the information thus obtained on the back of the duplicate coupon bearing the name and address.

When you have covered the territory intended you can prepare your mailing lists. At least two lists should be made, one list containing names of actual customers, the other containing names of prospective customers.

The card system can be used to good advantage here, as you will often see the necessity of transferring names from the prospective customers' list to the actual customers' list.

By the time you have your list prepared, your discount coupons will be coming in. The old customers can easily be distinguished from the new by the color of the coupon presented.

Each day you will take the names from the coupons presented and re-arrange your mailing lists. Place those names from the pink coupons with those from the white coupons by themselves. This leaves those who have not yet presented coupons divided as before.

At the end of your discount period you will find a goodly number of coupons still outstanding. As ten per cent. discount on the first purchase of a new customer is a low price to pay for a new customer, you can send an imitation typewritten circular letter to your prospective customers, extending the time for the redemption of coupons for thirty days. Show the advantages you offer for their trade and advise them not to lose the discount, etc.

The old customers may be made the same offer if it is thought desirable. If they have not been in the store for two months it is pretty nearly time that they should come. A renewal of the offer may prevent some of them from drifting elsewhere to make their purchases.

This campaign should and *will*, when properly carried out, wonderfully increase the trade of a store. The aim should then be to keep the trade thus secured. Right here let me say that if as much effort was used by a merchant to keep his old customers coming to his store as is used to secure new customers he would be a great deal richer than he is.

In conclusion let me sound a note of warning. See that your stock contains the class of goods wanted by the class of customers you are going after before you undertake to bring that class of people to your store, or it will end in a miserable failure. Use every means possible to keep your customers as well as to secure new ones. Treat all alike—as friends. Follow the Golden Rule and success is yours.

This plan can be carried out by any merchant. It need not be so elaborately worked out except for such merchants as sell wearing apparel. To them the classification of the possible customers is very valuable. To the grocer any classification, other than householders, is practically valueless, although large families make more profitable customers than small ones.

This plan need not necessarily be restricted to out-of-town customers, but could be just as profitably worked in a city, town or village.

A classification of the population of a city, with addresses of all possible customers, would prove invaluable to any department store. Such a store having a list of spinsters would hardly send to their address advertisements of men's suits. On the other hand, having a list of young men the firm could afford to spend considerable in securing their trade by sending them circulars and booklets and an occasional advertising novelty.

CHAPTER XXI

PACKAGE INSERTS AND ENVELOPE ENCLOSURES

WHEN it is remembered that millions of packages, of different shapes and sizes, are daily sent out from the retail stores of the United States, it may cause some wonder why these are not made the medium of more good advertising. That a great percentage of these bear poor and harmful advertising no one can gainsay, for every time the housewife receives a package in poor shape, whether from careless handling by the delivery man, or from the manner in which the salesman puts it up, the bad effect is just the same.

These packages offer every merchant a circulation that cannot be duplicated by any other advertising medium. The merchant who sees the possibilities here and uses them, will be the one to reap the large benefits that arise from good advertising.

The package itself should receive more attention. Cheap twine and flimsy paper are responsible for the poor impression that many of these packages gives the customer. Good paper and good twine are not any more expensive than the poorer and cheaper varieties, because very often double the quantity of the latter must be used. This is an increased cost for that package of one hundred per cent., so that a twenty-five per cent. increase in the original cost of the paper and twine is a saving, instead of an expense.

It is often surprising to find retailers of good reputation using newspapers and paper that has been used around other parcels, to do up their wares. These same merchants are particular about the appearance of their stores and their goods, but once the goods are sold they seem to lose all interest in them. This is a fatal mistake in business.

Now some merchants will assert that there should be no advertisement printed on the wrapping paper. Others will have flaring broadside advertisements covering nearly the whole surface, and claim they get good advertising results from it. In our opinion the merchant who meets these conditions half-way is the one that is right.

Any merchant who uses these advertisements plastered all over his paper, knows that he is very often asked to turn the printing inside. This is done because people object to becoming walking advertisements for the store. Of course, that is the object of such advertisements—to have them read on the streets, as people carry the parcels home. Who has not seen these broadside advertisements, embellished with antique wood-cuts that are more often but a blur or blot of cheap ink? Every one has seen them in the smaller cities and towns, and some in the larger cities. Thank goodness! merchants are seeing the error of their ways and these things are less apparent every year.

The printing on the paper should take the shape of a neat card, covering not more than about a hundredth part of the sheet. Any larger proportion is likely to be met with the request, "Please turn the printing inside."

A very neat card to use on wrapping paper is one somewhat similar to the following:

If this package is lost finder will please leave at

BROWN BROS

163 Main St. Jackson.

No one will object to that kind of an advertisement being turned outward on their parcels.

Salesmen should be instructed to make all packages as small and compact and as neat as possible. If they have not become adepts in the art of wrapping parcels of different kinds they should be taught how. Neatness should then be insisted upon. And not only should a parcel be neatly wrapped, but it should be strongly wrapped. Who can realize the embarrassment of a person carrying a parcel on the street when that parcel suddenly comes undone and its contents scattered all over the walk in plain view of other pedestrians, except the one who has experienced it? Have this avoided by the use of good paper, good twine and brains.

Every bundle should carry into the home some advertisement besides that on the wrapper. This may take the shape of a simple card, a folder, a booklet, or it may be in the nature of a surprise in the shape of a little present of some advertising novelty. These can be so easily and quickly inserted in the package that no time is lost in doing it.

These little advertisements are taken into the home of the customer and read just at a time when he or she is likely to be most easily influenced. Confidence has just been shown in the merchant; the wares purchased have pleased the eye and the pocket. Isn't that a good time to drive an entering wedge for future trade?

An enterprising merchant in an Ohio city always inserts a card, about four inches square, in every parcel that leaves his establishment. One side of the card always reads something like this:

WE THANK YOU

for your patronage. It is our aim to so please every customer with every sale we make that he or she will come back to us when requiring anything further in our line in the future. If the purchase you have just made is not in every way satisfactory to you upon a closer examination in your home, we will be pleased to exchange it at any time or refund the price you paid. We mean just what we say, because we know that a satisfied customer is our best advertisement.

BLANK & BLANK.

On the other side he always has an illustrated advertisement. Sometimes it is one line, sometimes another. It is always seasonable. Winter goods are never advertised in summer, nor vice versa.

A leaflet is perhaps as good a means of package advertising as can be found, because the leaflet can be produced very cheaply and can be folded during spare time at the store.

A leaflet of, say, four pages, each measuring about three by six or three and a half by six, makes a good size to use. The title page should be dovoted to a little "Thank you,"

similar to the one used by the Ohio merchant and quoted above. The other pages devoted to the lines being specially advertised. These special advertisements should not be too lengthy. The shorter the text and the better the illustration the stronger the impression that is made.

Little slips to the number of half a dozen might be used also. These should usually be of different sizes and shapes or of different colors of paper. It is necessary to distinguish them in that manner, for sometimes the customer will read only one and thinking the others are the same throw them away unread.

These little slips should advertise different lines of goods, one line to a slip. Just a few words and a price is all that is necessary. An illustration will always add to their value, but illustrations are not absolutely necessary.

We know of a large clothing store that makes a practice of inclosing some little advertising novelty in every package of clothes that is delivered. It is put in as a surprise to the customer, and has become a feature of the store that customers are curious as to what it might be, and hasten home with their purchases to see what it is. He has given away many different things, among them a pocket comb, a match safe, a stamp case, a memo book and diary, etc. A new novelty is given out every month, so that purchasers do not usually receive more than one of any kind, for purchases in a clothing store, while for larger amounts are not so frequent as in some other retail establishments.

Any store could follow out this plan. These novelties need not necessarily be very expensive, but should be something useful to every purchaser.

This system of adding a surprise gift to every purchase might be carried out very profitably in the children's department of any store. Care should be taken, however, that a boy is not given a doll, or a girl a jackknife. At the Christmas season this scheme would be very effective. Toys can be purchased in small lots and of varying qualities, and can be distributed according to the size of the purchase.

The retailer will find the package one of the best mediums for introducing and advertising any particular specialty that he carries. Different points should be taken up on different slips and used at varying intervals. Many a specialty has been advertised in just this way, the manufacturer supplying the retailer with the package inserts.

A weak department can be boosted into prominence in the same manner, or a profitable one be made to pay larger profits.

Small stores might find it profitable to exchange these advertising inserts one with the other, so that they can be made to reach persons who are not acquainted with the store. The grocer can be asked to insert the shoe man's slips while he in return incloses the grocer's advertisements with his own.

Many manufacturers issue little booklets that they would gladly furnish to the retailer upon a promise to distribute them by means of the package, and the retailer should avail himself of this cheap way of advertising his business. His name should be either printed on these or stamped on with a rubber stamp, the former being the better and more up-to-date method, although a trifle more expensive.

A great many stores doing a credit business have to mail anywhere from a hundred to five hundred accounts monthly. With these accounts some kind of an envelope inclosure should be used. Those used for package inserts could also be used as envelope inclosures if the size is made to fit easily in the envelopes. This means of advertising should not be overlooked by those merchants doing a credit business.

The account may be a gentle hint to "pay up," or it may contain a club in the nature of a foot note to "pay at once the inclosed account and save expense of collection." If an inclosure of an advertisement goes with it it will soften the blow and show at the same time that the merchant is looking for more business from the customer receiving the account.

CHAPTER XXII

DODGERS AND HANDBILLS

AND now comes the despised dodger. Whence cometh its ill repute? Why do so many merchants look down upon this cheap means of appraising the public of what is doing?

The reason is not far to seek. It is not in the dodger itself. It is not because it is cheaply printed; it is not because the paper used is poor. It is simply because it is improperly distributed.

The usual procedure does not bring business results. It cannot do so. Who could expect it? What is the usual method employed?

The merchant decides suddenly that he wants to make things hum. He hurriedly jumbles together a lot of odds and ends and "out-of-dates" and marks down the prices. He then grabs a sheet of wrapping paper and carelessly writes out the matter for a dodger. He rushes off to the printer with this and dickers with him until he has received a "cut-throat" price. The printer slings it together in any old way because there is no money in the job. The merchant rushes back to the printer long before the type can be assembled and issues a number of hurry-up orders. In the end he receives a few thousand scarecrow advertisements. His next move is to hire a couple of boys, who ought to be in school instead of running the streets, to distribute them. He'll pay them a quarter of a dollar apiece for doing the work of a man who ought to get at least from $1 to $2 per thousand for their distribution.

But do the boys earn the quarter? Do they faithfully carry out their part of the contract? If they are new at the business they are likely to do some pretty tall hustling at first. It won't be long before that quarter will look further off than ever. But that isn't the worst of it. Left to themselves, they might go ahead and deliver the goods. But inside of an hour half the urchins in the town will be in tow, all clamoring for some of the bills to distribute, in the hopes of sharing in the fruits of the proceeds—candy, peanuts, bananas and other edibles being at the summit of the ambition of these youthful business men.

But the work soon palls on them, and one suggests as a means of hurrying things to a conclusion, "Chuck 'em down the sewer."

"Don't do that, put four or five together in every yard and you can say you distributed every last one of them," suggests another urchin. He knows his book; he has been over that road before.

Now, how can any piece of advertising bring results under such circumstances? It simply cannot, and hence the ill repute of the dodger.

We assert that the dodger is one of the most effective pieces of advertising that a merchant can use when it is properly written, properly printed and properly distributed.

It should be written just as carefully throughout as a newspaper advertisement. It should be just as carefully worded. The statements should be just as truthful. It may smack a little of the sensational without detriment, in fact, a little color of that nature will make it more forceful with a great many of its readers.

The dodger is usually used as a supplement to the newspaper advertising of a special sale. It should be literally teeming with prices—cut prices. But the cuts must be genuine and the goods must be at the store to back them up.

One of the greatest fakes in this respect is the merchant who gathers fifteen or twenty articles into one lot and advertises them at about 25 per cent. on the dollar. He does not care how antique the styles are, nor how badly broken the assortment may be. He places the highest value on them, which is often more than they ever sold for in the

good old days when they were "it." The public, the easily gulled public read and all unthinkingly fall into the trap. But does the merchant benefit any? Not he; he loses. The people have been humbugged, and once humbugged they will always fight shy of that man's statements. No matter how real his next bargains may be, they will say unto themselves, "they're forty-year-old styles." It is just this that has added odium to the dodger.

Let the truth be known. If there are only odds and ends in the lot state that they are broken sizes. If they are out of style say so. If there are only a few, tell how many. The public may not be so eager to see them, but they will at least give the dealer credit for being honest. Confidence in what the merchant says is a necessary attribute to any statements issued by him. Without it the public will not pay any attention to his advertising. He might as well put his advertising appropriation into his jeans and hang on to it.

Then comes the printing. This should, in these modern days, be at least passable. The paper should be fairly good. If it is printed in two colors it will cost more, but it will bring larger results in proportion to that cost.

Then comes the distribution. This is a man's work and should be done by a man. If there is a bill poster in the place he should be hired to distribute the dodger. That's his business as much as a baker's is to bake bread. He knows how it ought to be done. He'll do an honest job for the merchant, but he'll have to be paid honest wages for the work. The laborer is worthy of his hire.

Even with the professional bill poster and distributer there are several methods that can be employed. They may be distributed with other advertising matter for other firms, or they may be distributed without any other advertising to attract equal attention.

They may simply be thrown into the yards and upon the doorsteps where the lawns are not inclosed. This method costs the least of all and is the least productive in advertising results. It is but little better in method than that the boys employ to get over the ground rapidly. By this method the dodgers are left to the mercy of the elements, snow, rain and wind, of which the least is not the gentle breeze.

A man's advertisements that are borne upon the gentle zephyrs until they rest with dead leaves and other rubbish in a corner somewhere is not likely to promote the sale of wares, no matter how deeply the price has been cut.

The next best method is to carefully fold the dodgers and pass them under the door or hang them on the door handle or bells. In this way they are taken into the house in most instances. The best method of all, and the most costly, is to place them right into the house. When this is done they should be folded and placed in envelopes, so that when they are handed in to the householder they do not have too cheap an appearance.

"How to Save a Few Dollars," or some similar inscription should be printed on the face of the envelope in a fairly large face type, so that it can be read at a glance. This will serve to arouse the curiosity of the reader. If the envelope is left plain the first sight of the cheaply printed dodger might be its last in many homes. The inscription on the envelope has created curiosity, and curiosity must be satisfied whenever possible.

A dodger may be of any size from a sixteenth sheet to a whole sheet. Half and quarter sheets are now most frequently used.

There are three things necessary in a dodger to make it do its work. First, a good strong headline; second, a short, snappy introduction explaining the reason and object of the dodger, and third, the offerings.

Such headings as "Great Sacrifice Sale," "Great Clearance Sale," "Great Cut Price Sale," etc., should be avoided. When a clearance sale is an annual or semi-annual feature of a store's advertising, "Clearance Sale" may properly be used, but under other circumstances another heading might better be used. The clothier might start his dodgers off with, "Clothes at Half-price," or "Clothes at Clearing Prices." "Clothes" should form a part of his headlines.

The introduction should be the reason why of the sale. If it is a clearance of odds and ends, it is better to say so distinctly. If it is a general clean-up of all lines it might

LIBRARY OF THE

be better to invent some excuse other than "too much stock" which is worn threadbare. "A Special Purchase" or something of that kind is likely to create more interest and is perfectly legitimate when the merchant has the goods to back it up.

The descriptions and prices should be as complete as words and human thoughts can make them. The original prices should be quoted in the ordinary body type and the cut prices in the blackest type possible for the size. Don't be afraid to make these prices stand out—the more prominent they look on paper the greater the bargain appears to the mind.

It is always advisable for a merchant putting on a sale to have a few leaders. These should consist of the cheaper lines of goods and of well-known brands and qualities. The prices should then be cut deeply. These are for baits, and other goods should be urged in their place when the people get to the store, but not so that they can see through the scheme.

One of the most effective dodgers ever seen by the writer was a half-sheet in size. It was divided into eight sections, each section inclosed in a rule border. This was then folded so that each section formed a page. They were cheaply printed on common "news" stock, but the arrangement and folding added one hundred per cent. to their appearance. Each page contained prices of one class of goods only and was a complete advertisement in itself.

Many advertisers try to key all their advertising to determine the results. This can easily be done in the dodger by the use of a coupon. It may contain an offer of some specific article free, or at a reduced price, or it may be an offer of an extra discount on all purchases. The condition should always be the presentation of the coupon at the time the purchase is made.

A shoe merchant in a town of 10,000 uses dodgers about four times a year. He finds this style of advertising pays when it is not overdone. He has gone very deeply into this class of advertising and uses some scheme or other for the purpose of making the advertising produce good results. One time he used the coupon for the purpose of finding out whether the dodgers were being read as thoroughly as they should. He did this by placing a small coupon in the center of the dodger offering a pair of tagless shoe laces free for every coupon presented by an adult. As this was some years ago when these laces were a novelty, he found he had good returns, something over four hundred out of three thousand dodgers distributed.

He offered them free with no other condition than the presentation of the coupon. This was done under the plea of introducing the new lace. He had his findings counter moved to the rear of the store and hired a young lady to preside there during the sale. She not only distributed the free laces, but sold many of them besides. As everything was neatly displayed and priced, there were many dollars' worth of polish, polishers, rubber heels, etc., sold at regular prices during the sale.

Having to walk the full length of the store to get the free laces, the customers had a good opportunity to see many of the advertised lines which were tastily displayed and ticketed on special bargain tables. Altogether this proved a good live means of booming a sale.

Like all sampling, the call later for those laces more than paid for the samples distributed free.

Another way used by a merchant to assure himself that his dodgers were being read was to have the prices altered on ten different articles on only ten of his dodgers. For instance, he advertised a $3 hat for $1.98. On one of his dodgers he would have the one taken out of the price making the offer of a $3 hat for 98 cents. On another he would perhaps offer a $10 suit for $3.98, while on all the rest it would read $7.98. And so on until there were ten dodgers containing each a special bargain.

In the top corner he explained that there were ten dodgers of the lot printed purposely with absurdly low prices, and that those prices were good only to the ones who received the dodger containing the offer. To all others the prices would be as quoted on the dodgers.

This caused most persons to carefully read over every item and note the prices. In many cases people took the dodgers in and claimed certain bargains that he was making to every one alike, and usually before his special sale was over the ten dodgers containing the "fixed" prices were brought in and the bargains claimed.

The hand-bill is of little use for most retailers. It can be used on special occasions to call attention to special lines, or to some special advertising.

A merchant in Michigan uses advertising novelties as premiums and has thousands of these little hand-bills struck off in the course of a year. They are distributed at the market, at factories, and on the street. Here is the wording of one of them:

> FREE
>
> A first-class hat brush free to-day with every purchase of a $2.00 hat.
>
> BLANK & BLANK
>
> 32 BLANK STREET
>
> N. B.—Our $2.00 hats are the best to be had for miles around. If you have never tried our $2.00 hat you had better try one now and get a good hat brush free.

A sixteenth sheet was used and they cost him about 75 cents per thousand in five thousand lots. What did it matter if a few hundred were wasted? They were too cheap to think twice over. If half, or one-quarter of these were read it was the cheapest kind of advertising he could do.

Advertising of any kind must reach the consumer before it can be of any effect, and that is why dodgers and hand-bills often fail to bring results—they never are seen by the public's eye.

In towns and cities where there are large factories, or when there is a large suburban traffic on trolley lines, little cards with special offerings printed on them can be distributed to advantage. Anywhere where there is a crowd there is a chance to distribute these. They can be distributed to people leaving theaters, concerts, etc. If the offering is a special one it is sure to have some takers.

The dodger of McKenney, Setterington Coffee Co. is a fair sample of many of those scattered around the streets by thousands. This one accompanied a sample tin of coffee. What housewife, upon opening it, for it was folded and wrapped around the tin, but would exclaim, "How horrid! If the coffee is as bad as that advertisement I don't want to try it." This is worse than a political campaign dodger, and goodness knows they are bad enough. It is entirely without dignity or tone, and lessens the value of the sample materially.

When samples are distributed in this way, the campaign is likely to be upon a pretty large scale. When an advertising campaign is on a large scale it should be on a good scale. Cheap dodgers accompanying samples cannot be considered good. They are cheap and—nasty. In this case a neat booklet should have accompanied the sample. This would have added to the expense of the advertising materially—but it would have added to the subsequent sales.

Another thing noticed in connection with this distribution of samples was the fact that no label was used, the sample of coffee being enclosed in a plain tin box. This was another mistake. The sample tin should have been a reproduction in miniature of the larger tins. In nine cases out of ten, we will venture to say, the dodger was not read through. The name of the brand of coffee occurs in the body type and would be missed by many who would merely glance over it. If this dodger had read something like the following it would have been more business like:

UTOPIA COFFEE

is rapidly becoming the drink of most Coffee users. Those who have tried it once continue to use it. That is the reason we present you with this

SAMPLE TIN OF UTOPIA COFFEE.

If you will try it we are sure we will number you among our increasing number of friends, etc., etc.

The dodger put out by the firm refers in no way to the sample, and it should have told all about it, what it was, why it was being distributed, and where it could be purchased. It should also have told how to prepare the coffee to get the best results.

This campaign appears to be either "on the cheap" or it is being rushed out without proper thought and preparation.

CHAPTER XXIII

WINDOW ADVERTISING

HOW many people pass your store in a day? If the average is ten a minute, in the eight busiest hours of the day 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called 'daily circulation.' Now, your show window occupies, say, 100 square feet of surface, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily paper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately $10 a day, and in this space you can only put cuts of the articles for sale, and as a rule the cuts but imperfectly represent those articles. Now your window space presents a surface 144 times as great as your $10 newspaper space, has depth in addition to surface, and in it can be displayed your wares, true to life as to color, size, shape and everything; and furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his abilities in making a sale. This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and it is up to you to get those possibilities out of it. If newspaper space, properly used, is worth what it costs (and we are firmly convinced it is), how important it is that so valuable an advertising medium as the show window should not be neglected.

The above paragraph appeared first in a well-known house organ (store paper) and after being copied into a large number of trade and advertising journals traveled across the Atlantic and appeared in Britain's largest advertising journal and has come back again and been reprinted on this side of the ocean. There is little wonder that this paragraph has traveled. The argument in it is so conclusive that it cannot be controverted. Every merchant should memorize it so that he could never forget it and the truth it teaches.

A good advertiser will change his advertisements in the newspapers as often as they are issued, and the window advertiser should follow as closely in changing his window displays as practicable. There are some windows, small ones, that can be re-arranged every day. while there are others that on account of the time it takes to do this must be left for several days. Twice a week is not too often for a re-arrangement of the goods on display.

A LIE

THERE is an old Spanish proverb which says: "A lie has short legs, but the Truth walks over the housetops."

We tell the TRUTH when we say we have the finest COFFEE that is procurable in the markets of the world, composed of choice private growth Javas and fine Aden Mochas.

A DELICIOUS DRINK

It tickles the palate of the connoisseur. Once tasted it calls for more. Ask for the famous "UTOPIA," sold in air-tight one pound cans, and you will have the best that MONEY WILL BUY.

ROASTED AND BLENDED BY THE

McKenney, Setterington Coffee Co.

DETROIT CHICAGO WINDSOR

: : AND SOLD BY : :

LEADING GROCERS, 40 Cents

The general effect of the trim need not be changed as often. An elaborate background that has cost much time to construct can be made to do duty for a longer period, but the goods displayed can be changed often without disturbing it. Many persons pass the store windows every day and a glance will show whether new lines are on display or not. If they are not, the passers-by do not give the window a second look.

Sometimes a new arrangement of the same goods will answer as well as an entire change of goods. If up-to-date styles are shown there can be no necessity for a change of lines, but it is better to make fresh displays by an entirely different arrangement of the lines.

In many cases the merchant weakens his display by neglecting to place price-tickets upon the wares. An advertisement in a newspaper may be elegantly worded, it may be convincingly set forth, but if the price is left off the result in sales will surely be small. It is the same with the window display. Here we find an advertisement that appeals more strongly than any newspaper advertisement can. The best points of the articles displayed are shown and emphasized. But if price information is lacking, it is an incomplete display. The goods are there to speak for their quality, beauty and utility, but the merchant fails to speak for their desirability from the price standpoint.

It is very desirable in a display of a number of small articles, such as books, ties, hose, etc., to group the goods so that one price card will serve for each group. When this is done a short motto can be added to the price. But when the display must be varied as in a shoe window each article can have its own price-ticket. These should be as small as possible so as not to hide any of the graceful lines of the goods on display.

Pins for attaching cards to all kinds of articles are made as low as 25 cents a hundred, and being so cheap should be much more often used than they are. When pins are used many different shapes of price-tickets can be utilized. A square, an oblong, an oval or round card, a star-shape or some other geometrical design can be used. It should be noted, however, that in no trim should more than one style of price card be used. Different sizes of the same shape when necessary may be used, but different shapes never.

A very neat price card can be made by cutting a square of "cover paper" of some dark shade and pasting over this a smaller square of white, leaving a narrow margin of the dark paper showing.

There is only one exception to what has been written above about price tickets. That is in the exclusively high-priced stores. Here customers do not ask the price but pay according to what they want. A merchant catering to this class may find it unnecessary to use price tickets. But even in the highest priced stores a price ticket may be the means of making many sales.

Many sales are made directly from the window display, and a passer-by is much more likely to have impressed upon his mind the desirability of an article if he knows what its price is. The duty, in fact, the whole duty, of a window display, is to make sales. Price tickets should then be freely used so that that duty can be performed.

Price tickets can be employed by the most exclusive establishments. No tasteful price ticket ever lowered the dignity of any store. It is only the gaudy, crudely-lettered card that offends.

The tickets used on individual articles should be in keeping with the article displayed. Small cards on small articles; larger ones on larger pieces of merchandise. It should however, never be larger than good taste would dictate. Where unit groups are shown the cards may be somewhat larger than on individual articles.

The motto card is a very useful means of drawing and retaining attention. The number used should vary with the size of the window. For the ordinary window one or two good cards are likely to prove more valuable than a half dozen poor ones. Too many cards detract attention from the goods on display and at the same time take up too much room.

Experience has proven the value of these window cards as an adjunct to good newspaper advertising. If the merchant advertises a certain article in the papers he should



A WINDOW SHOWING WINDOW CARDS USED TO ADVANTAGE

see that that article is prominently displayed in his windows. A couple of catchy window cards should also be used as a clincher for the newspaper advertisements.

The window card should be made as attractive as possible. It should be attractive for its neatness and good taste in color and wording, and not by its gaudy colors and far-fetched ideas. A plain white card neatly lettered in black and having a plain rule around the whole is perhaps the most attractive of all. Colors may be used to some extent as also pictures of objects and things, but these should be used very sparingly.

When there are no "sign-writers" in a store it is profitable to procure a few sets of "Rubber Sign Markers." With these rubber stamps, neat and legible cards can be made. Some of them the writer has seen that would put many a "sign writer" to shame. Legibility is often effaced by the curly-cues embellishing the very best efforts of high-priced sign writers' work.

Letter patterns can be bought for from 25 to 50 cents a set and with the outline drawn in pencil it is an easy matter to fill in with color. Care only must be used in getting the letters in alignment, the rest is easy.

The window card is a small thing in itself, but as a reminder in its influence on attention and interest no one can tell in advance what train of thought it might put in motion; but it is safe to infer that nine times out of ten it will lead to the purchase of the goods. The card is suggestive and is always sure of having people who read it think about it, and of the inducement it holds out to them to buy. The good work it does may not always be seen, but rest assured that window cards are good advertisements.

A very neat and attractive window card is made by the use of what is called an air brush. These are produced very reasonably by firms making a specialty of such things. But a very good imitation of these can be produced by any one right in the store. They are what are known as spatter work cards.

For their construction, apart from the cardboard, nothing is required except a good stiff brush and a fairly fine sieve. Any kind or color of ink can be employed. The sieve can be constructed out of wire window netting. The method of making these spatter work cards is as follows:

Draw a design on a piece of thick wrapping paper and cut it out with a sharp knife. This design may be a scroll or other figure. This design can be used as a stencil and in that case the design will be white while the rest of the card will be shaded by the spatter work. The sheet from which the design was cut may also be used as a stencil and in that case the design will be in spatter work and the card white. In either case the stencil should be laid smoothly on the cardboard and held there by a few pins being driven through both stencil and cardboard into the table upon which the work is being done. This is necessary if the design is to be neatly executed and the edges sharply defined, for the slightest movement of the stencil will show in the finished work.

Dip the brush (a stiff tooth brush brings out the best results) into the ink. Shake out the excess of ink. Hold the sieve about two inches above the design and sharply move the brush backward and forward across the screen, forcing the ink through and spattering it upon the work.

Where the finished card is to be white it must be masked with the stencil. All unprotected portions of the card will receive the ink spattering.

With a little practice any one can produce light or heavy (dark) effects by grading the amount of ink spattered on the card. The best effects are secured in dark spattering by spreading the ink lightly, allowing it to dry, and then repeating the process. By doing this there is no danger of the ink spreading or running together and forming ragged looking work.

Many beautiful effects can be obtained by the use of shading in these cards. By having the shading heavy in the center and gradually running lighter as it reaches the corners and edges it gives a very pretty effect.

Where three or four words are used on the cards the letters may be cut out and pinned on the card, and the background sprayed. After allowing the ink to dry, when you remove these paper letters you will find that the words will appear in white against the

dark ground. When this is done, it is well to have the shading heavy in the center of the card immediately surrounding the letters, allowing the background to become lighter toward the edges of the card. Another pleasing effect may be obtained by coloring these blank letters with bright-hued inks.

Illustrations cut from the trade journals or other magazines can often be used by being cut out and pasted upon these cards.

These spatter work cards can be further embellished by using a pen and ruler. Two or three parallel lines drawn around one of these cards as a border helps the lettering on the card to stand out and is very attractive. Good black ink should be used for this.

A yellow slip in imitation of a telegram or a telegraph blank itself, upon which a few words are written, may be pasted on the glass of the window and will have many readers in the course of a day.

A merchant in Chicago attributes his success, and he does a large business, to common manila wrapping paper and a carpenter's blue pencil. With these two at hand he made window cards that attracted attention. Of course had he not the brains behind these the cards would never have been heard of. But he has a peculiar faculty of saying things in such an attractive manner that the people had to stop and see them.

Any means in good taste that can be used to draw attention to the window is a help toward showing the goods. Then if they appeal to the sightseer the sale is effected.

We have not touched upon the value of mechanical displays, curio exhibits, and such features of display, because they belong more properly to a treatise on window dressing. That they have great advertising value cannot be doubted when one sees a crowd around such displays at all times.

At the end of this chapter may be found a large number of phrases suitable for window cards. Advertisers should go over them carefully, checking those that may be of future use. By doing so much time will be saved each time a suitable motto or phrase is wanted. Only those checked need be looked over as those not checked have already been rejected.

A FEW THINGS WORTH KNOWING

Harmonizing Colors

Blue and white.
Blue and gold.
Blue and orange.
Blue and salmon.
Blue and maize.
Blue and brown.
Blue and black.
Blue, scarlet and lilac.
Blue, orange and black.
Blue, brown, crimson and gold.
Blue, orange, black and white.
Red and gold.
Red, gold and black.
Scarlet and purple.
Scarlet, black and white.
Crimson and orange.
Yellow and purple.
Green and gold.
Green, crimson, turquoise and gold.
Green, orange and red.
Purple and gold.
Purple, scarlet and gold.
Lilac and gold.
Lilac, scarlet and white or black.
Lilac, gold, scarlet and white.
Lilac and black.
Pink and black.
Black, with white or yellow, and crimson.

Black Ink for Rubber Stamp Pads

Aniline Black..... ¼ oz.
Pure Alcohol.....7½ oz.
Glycerine.....7½ oz.

Dissolve the aniline in the alcohol and when dissolved add the glycerine and shake well.

Vignetted Background for Window Cards

Some show card makers produce handsome cards by putting a soft, vignetted background behind the lettering in some contrasting color. This background is irregular in

form—sort of "cloud-like," the color being heaviest in the central part and gradually diminishing in intensity to the edges, which fade almost imperceptibly away. This work may be done by any one, and is a simple way of making an effective card with little work. To do it the card maker takes his sheet of card—white, preferably—lays it flat, and places upon it, where the center of the background is to be, a small quantity of "dry color"—red, blue, green, or yellow. Then he takes a small wad of cotton covered with chamois skin, about the size of a walnut, and rubs the color into the card, working away from the center with a circular motion, going over it gradually and smoothly, until he has the background shaded off to suit him. The lettering will be best made in black over either of the colors named, and no shading is required.

Imitation Screw Heads

A novel effect can be easily obtained on show cards and price tickets by placing three or four paper imitation screw heads on the letters.

These paper screw heads can be quickly made by cutting out round pieces of white paper on which is printed a fairly heavy black line; the six-point border of an advertisement makes good ones. A belt punch makes a good tool to cut the paper with, and can be bought at any hardware store for fifteen or twenty cents. The printed line, of course, should be across the center of the part cut out. A thin card held under the paper will help in cutting.

After cutting, touch each screw head with the point of a mucilage brush and attach to the painted letters on show card. A pin or needle will be a great help in placing them in the proper position, as they are so small it is difficult to handle them with the fingers. The screw heads should be used only on heavy letters and figures and should not cover the entire width of the line of the letter.

This makes a very neat effect, as the letters appear to be fastened to the card with screws.

Another way to use these screw heads is to paste a light colored card containing the price or principal line, to a dark show card, and place screw heads at each of the four corners. Corners and border may be attached to the show card in the same manner.

Be careful not to use too many screw heads, as that spoils the effect; they should be placed only where it would be necessary to use real screws if the letters were cut out and fastened to the show card.

A Good Black Paint

To obtain a good black paint, buy a fifteen-cent package of lampblack and a small can of Le Page's Liquid Glue. Pour the contents of the package in an old bucket, turn in as much hot water as needed to make a thin solution, stir thoroughly; next empty in your glue, about five minutes is needed to dissolve the glue. After this has been thoroughly dissolved, strain through a piece of cheese-cloth and bottle up. And thus, you have at a small cost, a bucketful of paint ready for use.

For colors, use what is termed Dry Colors. They can be obtained at any paint store. With an assortment of Flake White, Chrome Yellow, Ultramarine Blue, Vermilion, and lampblack, as already described, you can write almost any kind of plain or fancy cards or signs.

Silver and Glass Cleaner

Precipitated Chalk.....6 ounces.
Wood Alcohol.....8 ounces.
Ammonia Water.....3 pints.

Mix together and shake well.

Directions:—Shake the bottle and moisten a clean woolen cloth with the liquid. Apply to the silver or glass to be cleaned and finish off with a dry chamois or woolen cloth.

Signs on Glass

A bar of common soap will furnish material from which a pencil can be made for marking on mirrors. It is often desirable to have a card of this nature appear for a few days, to be rubbed off later, or perhaps have the wording changed.

Soap does not make as durable a material for marking on windows as it leaves rather too faint a line to be noticed easily. Silver whiting, mixed with water, makes a good material for this purpose, but it must be put on with a brush. The sign may be marked off with soap on the outside and then traced on the inside of the glass with the whiting. Colored dyes can be used to give the mixture any desired shade.

Raised Figure Work on Window Cards

A unique window card can be made with a little ingenuity on the part of the worker. Scrolls, figures, etc., can be made in raised work on the cards by using the point of a sharp penknife. The cutting must be done at an angle so that the surface of the card is raised up around one side of the cut, making the figure.

Representations of articles for sale, such as hats, shoes, fruits, etc., can be made by outlining as above and then with a brush filling in the color.

Flags, shields, etc., can be made to stand out in the same manner.

SOME GOOD WINDOW CARDS

After these are gone, no more; it's just changing money.
A full stock makes this store attractive.
A last chance at a good thing.
A limited number, but an unlimited value.
All our goods are choice.
All yours at your prices.
An appeal to your taste.
Antique finish, but modern prices.
A satisfactory article.
A shoe of quality.
As it comes to us, so it goes to you—at a bargain.
A value that wears.

Beautiful and different.
Because they fit well, they wear well.
Best butter in the market.
Best offer ever made.
Better than ever before.
Better to buy now.
Big bargains in bristle goods.
Buy here and save money.
Buying here is so easy.
Buy to-day and come again.

Can you resist these?
Chic and cheap.
Choose wisely by choosing here.
Come in and ask.
Come in and look around, that is what the store is for.
Come in anyway.
Cool things for hot days.
Correct shapes and colors.
Correct things for just now.
Costs a dollar and worth it.
Costs you nothing to come in.

Dandy shoes for little girls.
Dollars will do much here.
Don't miss getting your share.
Don't pass us by; give us a try.
Don't wait too long.
Don't wait until the best are gone.

Eager buyers' opportunity.
Easy shoes for uneasy feet.
Economical because it's double strength.
Elegant designs in carpets.
Ever see the equal for nineteen cents?
Every article here is a bargain.
Every article here is strictly high grade.
Every day here is "bargain day."
Every dependable and desirable kind of merchandise.
Every line perfect—every style right.
Everything that's new.
Exclusive and meritorious.
Extraordinary values.
Extra quality, leather lined.
Eye satisfaction—foot comfort.

Fall finery.
Fall goods now ready for your inspection.
Family shoe store—where honest values are offered.
Fancy goods at plain prices.
Fit for any foot.
Fit well, feel well, wear well.
For fancy hosiery there's only one place to come—here, of course.
For the busy man an accurate watch is a necessity, not a luxury.
Fragrant as the flowers.
Fresh to-day.

Gems of the season.
Give us a chance to please you.
Glad to have you come and look.
Good clear through.
Good things for cooler days.
Good values—best styles—popular prices.

Hardware that will withstand the hardest wear.
Haven't you a place for this?
Helps to economy.
Here are things we know you will like.
Here's a new idea.
Here's a quality you'll be proud of.
Here's how we save you money.
Here's your opportunity.
Hints for happiness.
Hot weather comfort.
Hot weather suggestions.
How can you pass it?
How can you resist?
How's this for a penny?

If it's here it's worthy—if it's worthy it's here.
If it's worth having we have it.
If you come once we keep you.
If you want to save try these.
It will please you.
If it's worth having we have it.
Inspection invited—comparison challenged.
Isn't it time to give thought to your winter shoes.
Isn't your favorite here?
It pays us if it pays you.
It pleases us to say we are here to please.
It takes nerve to sell at these prices.

Just a few of the many.
Just a few real bargains.
Just here—here only.

Knives that cut at cut prices.

Latest styles just received.
Least price—best goods.
Look at them anyway.
Look everywhere—these are the best anywhere

Made on honor—sold on merit.
Made to sell at ten cents—five here.
Make yourself at home here.
Meant to save and sure to please.
Mercury up—prices down.
Money back for faulty fit or broken promises.
Mouthfuls of deliciousness.

Neat in style, elegant in workmanship.
Newest wrinkles.
New ideas at new prices.
No headaches in these hats.
No long waits here.
None better—how could there be.
No shoddy in heel, sole, leather or lining.
Not bargain clothes—bargain prices.
Note the quality.
Noteworthy novelties.
Nothing nicer, nothing newer, at next to nothing prices.
Not the "everywhere" kind.
Now is the best time to buy.
Now you get the pick—later you get the remnants.

One for you, and you'll like it.
One pair makes you a friend.
Others like them, so will you.
Others may be cheaper—none can be better.
Our best customers like these.
Our best is the best.
Our prices talk all languages.
Out of the best we chose these.
Out of the ordinary offerings.

Pace-makers in style.
Patterns that please.
Perfect in all points.
Perfect in style, comfort and fit.
Plenty of style, service and fit.
Prices are at lowest ebb.
Prices go to pieces, but quality remains firm.
Prices that help you.
Prices that make it an object.
Profits pared from all prices.
Pure, sure, sells, satisfies.

Quaint and cute.
Quality the highest! Prices the lowest.
Quick or they'll be gone.

Rare because of style—exceptional because of price.
Rare values if you want them.
Read the price tags.
Ready made, but custom goodness.

Same snap and style as high priced clothes.
School shoes—high school in quality, down to kindergarten in prices.
See if it isn't here.
See the variety.
Sensible summer suitings superbly tailored.
Serviceable and seasonable.
Shapes that satisfy.
Simply a perfect shoe.
Size them up.
Sleet-proof—snow-proof—rain-proof coats.
Some garments are guesses—these are results.
Some new propositions for you this week.
Spring goods "blossom" this week.
Strong shoes for sturdy boys.
Surprise you—only —c. yard.

Tailored correctly and fit perfectly.
Take it and leave a dime.
Take one with you—fifty cents.
Take your pick while the picking is good.
The last of the lot.
The latest creation.
There is more in these suits than material and stitches.
These show their worth.
The standard of perfection.
The tip-top of style for half a dollar.
They'll come handy.
Things worth owning.
Things you want.
Thin things for torrid times.
This is what you want.
This winsome ware reflects refined taste.
This year's novelties.
Ties which please correct dressers.
Truly remarkable values.

Up to our standard—down to your price.

Values that are revelations.

We are ready for fall. Are you?
We're ready to serve you.
We're waiting to wait on you.
We bought these for you.
We do this for you.
We excel as well as undersell.
We fit the hard to fit.
We have all the novelties—without the fancy prices.
We've pleased many—come in.
Well worth your while.

We want your approval.
We want you to take a look.
Where can you do better?
Why not buy now.
Worth counts here.

You ought to like these.
Your chance to get the best.
Your fall suit is here.
Yours for a half.
Yours if you want it.
You'll be well dressed if we furnish the clothes.

CHAPTER XXIV

OUTDOOR ADVERTISING

THERE is more value in outdoor advertising than most merchants think. A fence sign may seem to be only an insignificant thing, but it may convince some farmer, as he is on his way to town, that he ought to try the advertiser's wares. The sentiment, briefly expressed in three of four words, may just clinch some argument that he has read in his paper about the store and the goods. It may even prove a reminder to him of some article that he would have forgotten, and the advertiser gets all the benefit.

Outdoor advertising consists of signs, posters, wagons, street cars, and any other means of advertising not represented by newspaper advertising, and its various branches of printed literature. Direct sales may often result from the use of outdoor advertising, but as a general rule outdoor advertising of no matter what nature is usually more general than direct. Outdoor mediums are reminders to the public that the store exists. In proportion to the number of times the people are reminded of the existence of some particular store, and the impression these reminders make on these people will be the measure of the success of the store.

Under the head of signs may be classed those painted directly on fences, barns, sheds, and other places, and signboards erected in permanent locations, mile posts and signs on store fronts.

Fence signs as we used to know them in the old days of "Rising Sun Stove Polish," "B. B. B.," and "St. Jacob's Oil" are fast disappearing. The old board fence is rapidly giving place to wire and posts. Fence signs in the old days were broadsides, covering sometimes thirty or forty feet in length, and but five or six inches in height. Now the fence sign is made of metal or light wood, and nailed to the posts. They are not over large, but are usually much more attractive than the old ones from an artistic point of view.

Signs painted on barns, sheds, and other buildings are generally too costly for the local retailer to use in large numbers. He usually has to pay not only for painting such signs, but for painting the rest of the building as well. When good locations can be secured they can be used in moderation. The best location in a city is high up on the exposed wall of some prominent building, situated where many people pass daily who may read it. In the country, a cross-road, where a barn or building is so situated that a sign on it may be read from the several roads, is ideal.

There is one thing to be borne in mind by the retailer contemplating the use of these broadsides, and that is that a good quality of paint is much cheaper and more lasting than the poorer and less costly materials. The first cost should be made the whole cost for many years to come by the use of the best materials obtainable.

There are a number of firms manufacturing signs, large and small, out of solid wood, and light metal that can be fastened upon barns or buildings, as well as on fence posts or posts erected expressly for them. These signs are very often much less expensive than those produced by local sign painters, so they should not be overlooked in preparing estimates of costs.

Whenever possible, the signs should be put up, so that they can be read from either side of the road, and from either approach. When this cannot be done, they should so face that the people going into the city will see and be compelled to read them. Signs are of little value when read by people who have completed their purchasing, and are on their way home. Another good reason for so placing them is that in going to the city the farmer usually travels in daylight, while in returning home it is often after sunset when signs cannot be read at all.

Some very good character signs are produced in iron and tin. These are made so that they can be fastened on buildings or on posts. Animals are often represented, the elephant being a favorite. A man or a woman in traveling costume carrying a huge valise is often seen in the fields of the farmers. They move not. They have hearts of iron and wood, but they inspire thought in the minds of the ruralite. The thought is usually of the advertiser.

Others represent the human being in many postures, and reveals them in many familiar occupations. One seen all over the country to-day is a boy climbing up the side of a building, advertising a "lye."

A sign recently seen represented a street car filled with passengers. The imitation was very realistic, being done on woods in oils. The colors used were natural, and the sight was attractive enough to stop many a rig for several minutes at a time, so that the occupants could get an undisturbed view of the "trolley off the track," as it was soon named by some wag. That sign paid for itself many times over in the publicity gained for the store that put it out.

The wind is the only element that is likely to play havoc with these signs, but if properly put out by a mechanic that knows his business they can be maintained for years at practically no expense after the first cost.

Mile posts are another source of publicity. These little boards, when properly placed are appreciated by the men and women who have to travel along that road. These can now be had from regular stock in some of the sign factories. Pictorial ones are the latest.

It is, of course, useless to go to the expense of putting out mile posts where there are others already located. They should always be located accurately. A bicycle and a cyclometer will give all the measurements required. These mile posts should be looked after every year, the spring being the proper time, and repaired, those past repair being replaced by others.

The wording on signs must be brief. Large letters and few words should be the watchword. An apt phrase well turned is good, but a variety of such phrases is better. The same phrase reiterated on each sign may get on some people's nerves.

Another kind of sign that has appeared recently in some of our larger cities in large numbers is the electric sign. These are manufactured by firms devoting a considerable portion of their establishments to them. That this means of publicity is good cannot be gainsaid, but the expense of operating them can only be borne by the larger stores. A consultation of the advertising pages of any good advertising magazine will acquaint any merchant desirous of further light on this style of advertising with their possibilities and the probable cost of the signs and their maintenance.

Billboard advertising is another class of publicity of which the retailer must be wary. The appropriation of the retailer using billboards must be large enough to cover cost of colored lithographs. Plain reading matter may be good, but a picture in color is better. It will catch the eye much more quickly, and when caught retain the attention longer. Stock lithographs can be purchased at very reasonable prices to-day, so that even the smallest advertisers may use them to some extent.

"Brevity is the soul of wit," but it is the body and soul of billboard or poster adver-

tising. A few words must be made to tell the whole story, and those words should be the smallest possible that will express the desired meaning. The story told, if incomplete, is of little value. It must be plain, and easily comprehended, and not hidden or only half expressed.

Striking colors are necessary to successful billboard advertising, although a strong sketchy black and white poster is very effective. When it is surrounded by glaring colors the contrast causes it to stand out better than colors in the same position would. It is the contrast that counts in that case.

The retailer using posters should have them put out by the regular billposter. It is useless to try billboard advertising if there are no regularly attended billboards to put them on. A few stuck up on alley fences, and in some inconspicuous place, is of little value. Prominence is the whole thing, and position is absolutely necessary.

More delivery wagons are being used each year in all classes of business. The grocer formerly had a monopoly of the delivery business, but latterly every branch of the retail business has become represented. The reason for this is not because people object to carry parcels, but that they have too many parcels to carry. They purchase more freely, and when their purchases are collected it becomes a burden to them to carry them home. The costumes of women now require both hands to manage. The natural remedy is the delivery system. This in itself is advertising or has advertising value.

There should be some advertising on every delivery wagon. The firm name alone is not sufficient to constitute advertising. Some phrase, describing the goods sold or the policy of the store, should be used.

Street car advertising has in the past few years been so generously spread through the country by the rapid development of the electric lines that it has come to be considered one of the standard means for gaining publicity. The retailer, however, is almost barred from this means of publicity by the excessive cost of the service. The larger retailer can afford to use street cars for advertising purposes, but the smaller firms must be content to profit by the advertising done in this way, for him, by the general advertiser.

Street-car advertising is still so young, comparatively, that a great many of its real opportunities have been overlooked through seeming lack of study. It is hard to tell just what does constitute a good street car advertisement. A sentence in plain type on white cards is easily read and the sentence if meritorious may be remembered. But alongside of it appears a card bearing a very catchy design in colors and this perhaps attracts more attention. The message on that card may be read and remembered or the design alone may remain fixed in the mind. In either case the advertising is accomplished, provided the design or the sentence reminds the reader of the article advertised.

The retailer with a limited appropriation may safely allow most forms of outdoor advertising to take care of themselves. If he uses up his appropriation judiciously in the newspapers and its supplementary aids he is likely to get better results than by spreading it on dead walls and billboards or by placing it in street cars.

CHAPTER XXV

ADVERTISING AT COUNTRY FAIRS

SOME merchants are of the opinion that the country fair is more of a drain on their finances than a benefit. Unless proper methods of advertising are used this is more than likely to be the case. They will have a chance to contribute toward its success in the shape of money and merchandise donations, for a country fair is no fair at all without prizes. As a usual rule they are not great financial successes and the management have to depend almost entirely upon the assistance given by the merchants

in the shape of prizes. In some lines of business the prize itself may be made to yield a certain amount of advertising for the store. The grocer may donate ten pounds of some special blend of tea that he has put up under his own special name. This ten pounds of tea may be divided into two or three prizes, and being mentioned under separate heads is good advertising of the tea, especially so when the name of the donor is printed in the prize list.

Other trades may take advantage of this by always donating a special article only to be obtained at their stores. Not only at country fairs but at picnics and excursions this special brand should be exploited. By always making a donation of the same brand or article the merchant obtains more publicity for his store than by giving something different every time he makes a donation.

But this is a minor part of the advertising to be obtained through the medium of the country fair. The exhibit of his wares should be the chief means of advertising his store. In this exhibit lies the failure of many merchants to realize benefits commensurate with the amount of time and money expended. The majority, the vast majority, of those who attend the country fair for the purpose of seeing everything there is to see are farmers. This being a settled fact a general exhibit of the merchant's wares is of little value. But let him exbihit goods used by farmers and he will notice a difference in the amount of attention his exhibit obtains.

The shoe merchant may place a glass case of fine footwear on exhibition. The case may contain the finest specimens he can obtain, but it attracts but little attention. Let him exhibit plow shoes, rubber footwear, and the sturdier shoes for women, and by the aid of a few appropriate signs his exhibit will become the center of attraction.

Tinsel and cheese cloth may make an artistic booth, but a good common sense use of his space would prove more beneficial to the exhibitor. The space may be fitted up as a sort of resting place where weary sightseers may seat themselves and cool their ardor. Cold water may be served by an attendant, who should always be on hand to distribute literature advertising the goods the firm sells. A salesman from the store could be utilized here. The salesman who has the widest acquaintance among the farmers should be chosen, no matter what other salesmen's qualifications may be. He is the one to obtain the friendship of those he knows and of those whom he becomes acquainted with by little acts of consideration and kindness displayed at his booth.

The firm who wishes to go more extensively into this feature of advertising can hire a professional magician, or a comic song and dance artist for the purpose of drawing attention toward his exhibit. When this is done a good talker should be placed in charge of the exhibit, one who understands the wares being shown and one who can explain the superior points of them over others of similar makers.

Even a phonograph can be made to serve as an attraction. An instrument of good clear tone may be rented and a large variety of songs, comic and serious, as well as monologue sketches and instrumental selections can be rendered during the time the fair is most crowded by sightseers.

A large register could be used for the purpose of obtaining a good mailing list. A souvenir may be promised all who would register their names and addresses, or it may be distributed then and there. Accompanying the souvenir should be a carefully selected lot of literature.

Even a guessing contest of some kind could be instituted to create enthusiasm among the visitors to the exhibit. No matter what the means used, so long as it has some unique or original feature it is bound to prove a success.

The fair grounds are usually some distance from the business portion of the towns and cities where they are held. A telephone could be placed there for the convenience of the public. A place can be provided where parcels may be checked free of charge; this would prove a boon to many. A bulletin board might be displayed bearing the latest news of the day and especially any news of the fair. This would also be greatly appreciated.

The merchant who desires to make the most of country fair advertising should visit

the fair regularly himself. By keeping his eyes open he will see many little schemes that could be utilized to advantage.

A little scheme used by one merchant was to have a number of red, white and blue cards printed similar to the cards used by the judges for marking prize winning exhibits. One of these would have printed in large type "First Prize," the others "Second Prize," and "Third Prize" respectively. Below these legends, in smaller type, the store being advertised was said to have received the prize for variety of goods on display. The verdict, it was said, was given by the people. These cards were hung upon buggies, wagons, live stock, and in fact sometimes on individuals of the human species.

There was considerable fun made out of the affair and the store came in for a good share of advertising.

Picture cards, puzzle cards, novelties of all kinds, samples, etc., can all be profitably utilized at times by judicious distribution at the country fair.

The merchants situated in the towns and cities in which these fairs are held has additional chances for obtaining benefits from the country fair. Their stores can be made the center of attraction by a number of different methods.

Very often, too, there is a parade throughout the town in which the merchants display their wares by means of floats. These parades should never be thought merely a source of annoyance and expense, as they very often are. This parade is as necessary to the success of the fair, in some localities, as the circus parade is to the circus. Time and money can very well be spent to advantage in this way. A novel idea brings forth more free and spontaneous newspaper publicity than anything else.

The country fair brings about a season of gayety that the merchants should imitate. A smile and a hand-shake should be forthcoming at all times. Friendliness is often one of the most potent advertising agents.

At a recent Pennsylvania country fair a novel mode of advertising was employed by a number of business houses. "Bomb-shells," made of tough papier maché, were filled with advertising matter and then fired high in the air from a mortar. At the height of several hundred feet the shells exploded, scattering the enclosed circulars, cards, etc., "to the four winds." The concerns interested offered certain prizes, reductions, and other inducements for the recovery and presentation of the circulars. In some cases there were perhaps ten prize slips in a hundred; in others, all the slips were redeemable. The ascent of the bombs was watched by eager multitudes, and there was much scrambling for the falling literature.

Window displays should play an important part in the advertising during fair week. Every means at hand should be used to make them attractive. They should be brilliantly lighted up at night. Frequent changes during the week might prove advantageous also.

CHAPTER XXVI

OPENING A NEW STORE

PERHAPS the most difficult problem in advertising is that which confronts the new man advertising a new store in a new location. The problem is difficult, not because the advertising of "openings" is difficult, but because he has a new constituency to cater to and he may not be just sure what keynote to strike. He might enter upon a forcible campaign emphasizing prices when he should have held up values most emphatically. He might dilate upon his improved facilities for procuring the newest and latest styles and fashions when he should have emphasized prices.

As a usual thing a merchant opening up a new store in a new town has his hands full attending to fitting up the store, receiving new goods, etc., but he should not neglect every

opportunity to become better acquainted with the usual trend of the advertising done by his competitors to be. He should watch their advertisements closely so as to see just what policy each store seems to be pursuing. Should the majority be harping on low prices he may make sure that the people are being attracted by just that kind of advertising. But on that account alone he should not blindly follow in their footsteps. It might be better policy to start out as a "quality store." Still an examination covering several months of the advertising done in a town or city will show the general tendency of the people's desires. From this knowledge, to which he may add from personal interviews with other business and professional men, he must settle upon a store policy. It would be folly for him to make up his mind that he was going to run his store along certain lines before finding out the practicability of such a policy in that place. Even his purchases should be governed to a large extent upon the policy, even though he decide to carry a large range of merchandise covering all classes, low, medium and high grade.

Some weeks before his opening he should set out to obtain a good mailing list consisting of heads of families. A good directory will usually supply this. To those on this list it would be policy to send a printed invitation to visit his store on opening day. This invitation should be printed on a good quality of bond paper and be printed on one page of a folded note size, similar in all respects to a wedding invitation. It might read as follows:

ROBERT JONES & COMPANY
request the pleasure of your presence at the
formal opening of their
New Store
Nineteen Broad Street
Thursday
March Twenty-first,
Nineteen hundred and seven.
Clothing. Shoes. Furnishings.

These should be mailed about a week previous to the opening day.

Three days before the opening a small advertisement should be inserted in the newspapers stating that the store would be opened on a certain date and that on Wednesday (the day before the opening) a complete announcement would be published.

This announcement should be complete in every respect. It should give the store policy in no uncertain note. If it is intended to sell goods at very close margins so that the store would be known as a cheap store this fact should be set forth. If it is to be a quality store that point should be forcibly stated. If it is to be a combination of the two that should be emphasized.

This opening announcement should be of considerable size. A page is none too large a space to use in the lesser towns or even in the larger cities where space runs into money quickly. This announcement should give all the particulars that is necessary to give the public an idea of what the store is going to be and of what it is going to do.

We reproduce the opening announcement of the Espenhain Dry Goods Co., Milwaukee, which is a splendid example of what such an advertisement should be. It is not necessary to quote prices—that should be left for the advertisement to appear on the day following the opening. The things to be featured should be more in the nature of the entertainment to be given at the opening than specific items, prices or values. The Espenhain advertisement sets forth the important items in a pleasing manner. The illustrations are attractive, the headlines announce the purpose of the advertisement, and the introductory lines interest one enough so that he is apt to read further. The panels on either side announcing that souvenirs will be given and that good musicians will be present stand out from the rest of the advertisement on account of the judicious use of white space. The invitation in the center is intelligently worded. The "Luxu-

rious Rest Room" and the "Dainty Room of France," are features that would be quite apt to persuade any woman to make a visit to the store, knowing that she would have a comfortable place to rest and something interesting to observe while she was resting.

It will be seen from this example that the opening announcement should differ materially from the regular advertising of the store. It should be somewhat more formal, somewhat more chaste and altogether overlook the question of profits.

The Keith-O'Brien Co., Salt Lake City, announcement is even much more formal than that of the Espenhain Dry Goods Co. It is decorative in design and gives one an impression that a store making such a characteristic announcement must be a good store to trade at.

The interior of the store should be made as attractive as possible. There should be as many flowering plants, palms, cut flowers and set pieces as there is room for. No legitimate expense should be spared to make the visit of the public one to be remem-



bered and talked about. Attractive goods should be on display everywhere. These should be representations of the stocks to be handled by the store.

Music should be provided and an attractive programme rendered. Ices may be served or not, as is decided. As a usual thing it is not advisable to cater to the inner man except there is a restaurant or bakery or some such department as a part of the store.

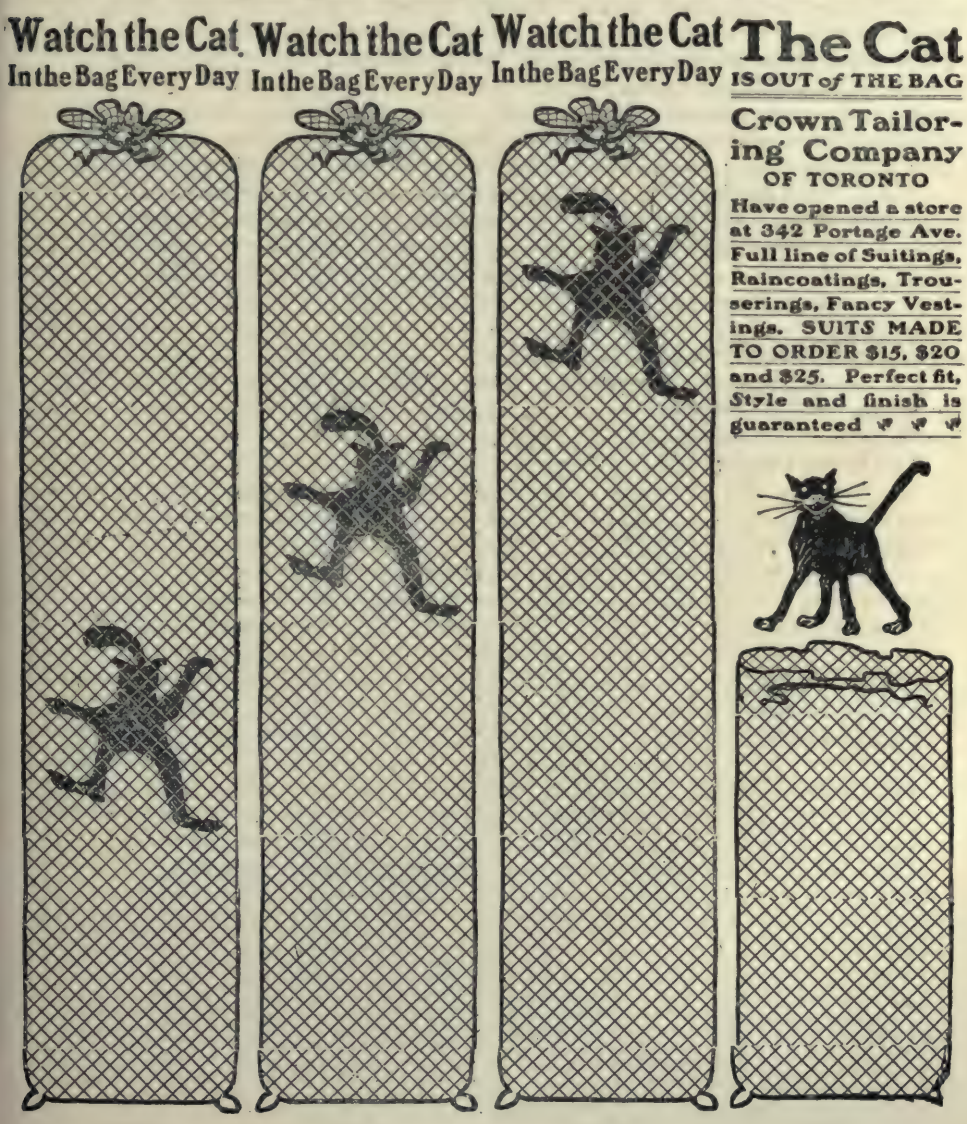
Souvenirs should be freely handed to the visitors. It is desirable that there should be four different classes of souvenirs for a store catering to the four classes—men, women, boys and girls. The souvenirs suitable for giving to women would be of practically little use for men and would not be appreciated. The boys and girls should not be overlooked



if children's goods are to be handled. As a usual thing the opening is intended to impress the parents. The store should begin at once to make friends of the little folks. They have lots of power when it comes to purchases for their own wear and use.

The windows, which of course have been covered up since the taking of the store with an announcement of the kind of store it was to be and giving the name of the new store, should be handsomely trimmed. As in the interior so in the window no expense should be spared to make them attractive. The wares to be sold should be carefully displayed so as to show up their best and most pleasing points.

Besides the souvenirs to be given away to the visitors small booklets should be handed out. These booklets should not attempt to catalogue and list price the stock. They should be more in the nature of a simple request for patronage, telling how the store hoped to deserve it by untiring energy in obtaining the newest modes and styles and how careful



NO 1. NO 2. NO 3. NO 4.

the service of the store would be to make trading there not only profitable but pleasant. To this might be added a list of departments or a list of classes of goods to be handled.

This is the apparent advertising of the store, but it is only part of it. At the first opportunity reading notices should be placed in the newspapers. A mere formal announcement that John Smith would open up a shoe store in R. Gluns' old stand should not suffice. If left to the newspapers that is about all that would appear. Instead of that the proprietor should have a good newspaper half-tone cut made from his photograph. He should take this to the newspaper with a half column account of the enterprise to be opened which should also contain a brief biographical sketch of the new proprietor. This should be paid for at regular rates. From this time on there should be an uninterrupted story of the new store's progress given to the public through the news columns of the press. Every new and novel invention that is to be used and every innovation that is installed for the purpose of serving the public quicker, easier, or more pleasantly should be chronicled. When new goods arrive they should be announced, and so on right up to the more formal announcement of the formal opening.

It is often a question whether it is desirable or not to offer goods for sale at a formal opening. In nine cases out of ten it will prove better to offer no goods for sale whatever. Have the people come, inspect the store, the stock and its conveniences. Have a pleasant word with each, either personally or through the sales force, and bid them come again.

The Crown Tailoring Company, Toronto, used a unique and novel method of announcing their opening. Cut No. 1 shows the announcement as it appeared in every Toronto paper on the second day, there having been one on the preceding day that showed the cat at the bottom of the bag. The announcement "Watch the cat in the Bag Every Day" was hardly necessary after the first day, for people noticing the different position of our feline friend on each succeeding day eagerly looked forward to a solution of the mystery. It came with the final announcement that The Crown Tailoring Company, of Toronto, had opened up a new store. This while clever, and no doubt very effective at the time, is of questionable value. Blind advertising is either very successful or it is just the opposite—more often the opposite.

The Rexall Remedy Company some few years ago used a similar style of advertising to advertise their new remedies. The scheme began with a female in soldier costume being used. She carried a banner which she had apparently planted in front of her. It contained the one letter "R." The following day's advertisement showed another soldier girl who had brought up another banner containing another letter—it was "E." This continued for days until the Rexall Remedy being exploited was spelled out in full and there was a line of dashing young soldier girls. These announcements were successful in most cities in which they were printed.

Such advertising not only costs considerable money but is a risky proposition to handle. If the advertisements take the popular fancy they are successful, if the public does not take to it it is money wasted. That is all there is to it. It is something like the popular song question. Some one sings a song at some theater or music hall and it immediately becomes popular. Who can tell what made it so? It is very often not on account of its merits. It might even obtain its popularity from a wink of the eye of the pretty soubrette who sings it. And so a popular song is born.

Blind advertising is merely an experiment, and experiments are costly.

CHAPTER XXVII

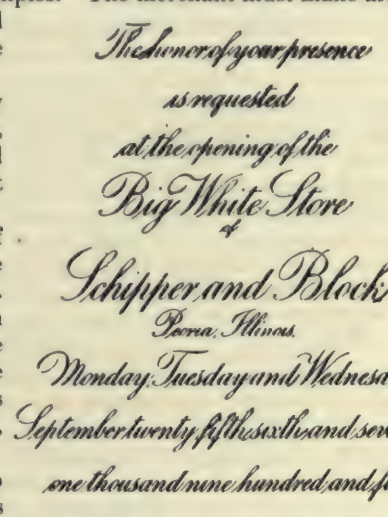
SPRING AND FALL OPENINGS

WHEN the spring season opens out the merchant should have his plans for the season all laid out. In fact, certain parts of his advertising literature, such as catalogues, booklets, leaflets, package inserts, etc., should be all stored away ready for the time when they are to be used. He should also have a general idea of just what lines he will advertise, how long he will advertise them, and how much space he will give to advertising them.

The merchant who is really ready with his advertising campaign when spring arrives is to be congratulated. Very few ever are.

The preparation of the spring advertising plans should begin when the merchant buys his first bill of goods for spring. It should continue throughout the rest of the buying season. Sometimes the traveler makes a suggestion, sometimes the samples suggest some line of advertising, and often in reading his trade papers ideas present themselves that are stowed away in his memory for future use. A better plan, however, is to use an "idea" book, and place these ideas under one heading, i. e., Spring Advertising.

Manufacturers and wholesalers often supply printed booklets, window cards, etc., copies of which are usually shown with the samples. The merchant must make arrangements for receiving the necessary quantity and have a place for each piece of such literature in his plans.



Then there's the question of cuts. Many of these are provided by the manufacturer, and proofs of these must be preserved and advertisements woven around them for use at the proper time.

During the holiday rush and the period of clearance sales that immediately follows, the merchant may lay aside his spring thoughts. He requires all his energies concentrated on the present business. But as soon as the clearance sales are over he must once more get into the spring harness. The new lines are being shipped, received, reviewed, priced, marked and stored.

New suggestions for advertising crop up and the plans begin to mature. Booklets and leaflets are prepared and sent to the printer. Cuts that are necessary are ordered. Envelopes are addressed if the store possesses a mailing list. Often the mailing list is selected from the latest directory or tax list.

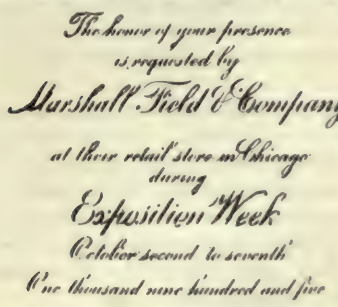
But that is only a part of the general plan. Some of the fixtures in use have to be altered. New furniture has to be ordered. New rugs, carpets, cases; perhaps new window fixtures and stands are required. These all have to be looked after so that they will be in position for the spring opening.

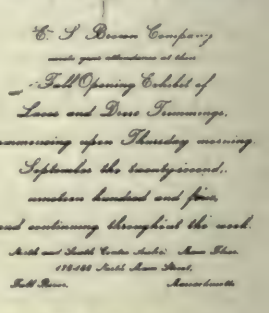
Painting and decorating follows the alterations; following these, the spring housecleaning. Floors must be scrubbed and oiled, broken cartons must be replaced by brighter and newer ones. In fact, everything must be thoroughly overhauled, dusted washed, cleaned.

All this must be done with as little confusion as possible, for business must go on just the same. Goods are being sold and goods are coming in. Some merchants very wisely

hold back the new goods until the latest possible moment. This is done for the purpose of forcing out the winter lines. It has another effect that is often overlooked. When all new, or nearly all new lines are brought out and shown simultaneously an impression is given that the styles are in reality new. If they are placed in stock as received, by the time the spring selling is on in real earnest the styles are old to both the salesmen and the patrons of the store.

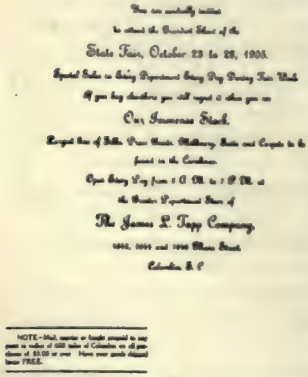
The real spring advertising of a store should start off with a spring opening. Every store of any pretensions whatever, any store that has any following at all, and any store that desires to build up a permanent trade should have at least two opening days, one in spring, the other in the fall. The opening marks an epoch in the store, for both patrons and salespeople. It brings forward the new season with much more force than if allowed to be gradually ushered in, and, as before stated, the new styles are brought forth, one with another, the whole making a complete showing. Then, too, there are the attendant decorations, music, eclat, all adding much to the value of the styles shown.

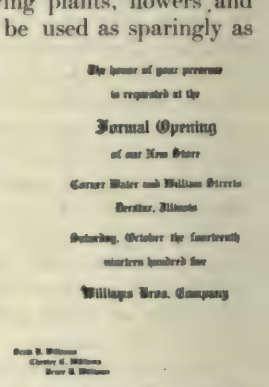




As a usual thing the formal opening of new styles is extended over two or more days in the larger cities. In the smaller cities where there is usually some farming trade it is advisable to have a three day opening, commencing on Thursday. If this is done the opening may be further divided, when both men's and women's goods are kept in stock, into Ladies' Day, Men's Day and Farmers' Day. The exhibits should be changed to meet the requirements of each day, the decorations being the same for all, although the general program of the entertainment might be varied.

The decorations for the spring opening should partake of the nature of the season. What more simple then than living plants, flowers and foliage. Artificial plants should be used as sparingly as possible for the spring docorations, although for winter use they do very well, The extent of the use of blooming plants and cut flowers will depend largely upon the amount of cash set aside for decoration purposes. It is a well-known fact that many of the large department stores spend thousands of dollars for cut flowers and plants when having formal openings. These vast sums are usually considered to be well spent, too. One shrewd merchant in a small city made arrangements with a florist, the only one in the place, to decorate his store for his opening days and as recompense gave him the privilege of placing price tickets on each plant and of having an attendant present to make sales and take orders. The scheme worked well. Small cards were used on each plant for sale, stating that it was loaned for the exhibit and was for sale, giving the price. The co-operation of these two resulted in benefit to both. The merchant had an abundance of fresh flowers for decoration purposes, and the help and skill of the florist in decorating for absolutely nothing. The florist sold many plants and took orders for many more and got sufficient advertising, at no expense other than





his time, to pay him well. It might be stated that no plants were delivered from this exhibit until after the opening was over.

Great care should be bestowed upon the goods displayed at these openings. They should be carefully examined for flaws, or apparent flaws, for only the most perfect of goods should be openly displayed.

The fixtures and cases should be tastily decorated. Small tables with highly polished tops can often be used throughout a store for the display of many lines of small wares for the opening days.

The main object of the opening should be to show goods. It may not be necessary to refuse to sell goods, nor is it usually advisable to do so, but more time should be spent in showing new styles, telling about their desirable qualities, how they are made, of what they are made, than is usually taken in the rush of making sales. For this reason every available space should be given up to a display of goods.

The practice of giving expensive souvenirs has been carried to excess in some of the larger city stores. Often many dollars are wasted in this way. If the merchant wishes to present some token of his pleasure to the visitors of his exhibit he can do so in a very simple manner. Cut flowers have often been used, and from all accounts have been far more acceptable than some trashy piece of tinsel or spangle.

Manufacturers will gladly co-operate with the retail merchant in making his display at his opening a success. They will loan or send on consignment many lines that are of perhaps higher value or rarer quality than are usually carried in stock. Samples of many lines can be secured and orders taken from these samples.

The firm selling clothing, either men's or women's, would find it convenient to have sample suits of a high quality displayed at the opening, even when they have to be purchased outright. Orders can be taken from these and in the end the samples can be disposed of to advantage.

Handsome and expensive rugs can be utilized in the same way by merchants handling this line of goods. In fact there is hardly any line of goods that cannot be toned up by samples or sample lots on consignment.

If it is possible the shoe merchant would find it very profitable to procure skins of the leathers used in some of the lines in which he specializes. It would also add to the educational feature of such a demonstration if the different parts of the shoe were on display, and shoes shown in different stages of making, showing completely the processes followed.

Then again the polish manufacturers should be asked for sample boxes and bottles of polishes for free distribution. Free samples of laces, foot powders and such things would greatly aid both retailer and manufacturer in furthering the sale of their lines.

A musical program should be provided whenever the expense is warranted. When good music is heard at an opening there is sure to be a charm about the whole that will add considerably to the value of the goods on exhibition.

Sometimes a special invitation is extended to the public. These should be printed in a formal manner and on formal stationery. For the smaller stores this item of expense can easily be cut out unless the local papers have been proven useless.

The window decorations are of equal importance with the interior decorations. These displays should be simple in some respects and elaborate in others. But little merchandise should be displayed, and that little must be shown in an appropriate setting. A clever design in white and light green might be made, and this together with potted plants forms the display. The whole should be made to present as rich an appearance as possible. The trim should be placed the evening before the opening day. If placed before that time it seems to lose much of its effectiveness. It may be left for some days after, but should not be placed before.

It is often found desirable, even in downtown districts where stores close early, to remain open on the evenings of openings at least until nine o'clock.

The spring opening may then be considered to be the starting point of the spring advertising. From that time on the campaign should be carried on with an aggressiveness equal only to the capacity of the store for doing business.

The fall opening should be conducted on practically the same lines. Seasonable goods being the central figure of the display. At these fall openings there can be made elaborate decorations of the beautiful colored leaves and branches of trees that are to be had for the cutting in the country. The expense of the decorations for fall openings are thus cut down considerably below that of the spring openings.

The Easter opening announcement of Chas. A. Stevens & Bros., Chicago, is typical of the announcements of the large metropolitan stores. A reading of such an advertisement will arouse in any woman a desire to see the newest creations to be shown by a store that is recognized as an authority on style. The advertisement is a fine specimen of an opening announcement.




Opening Days
Wednesday & Thursday
March 21 & 22
MILLINERY &
COSTUMES
THE EDW. MALLEY CO.

The Edw. Malley Co., New Haven, Conn., advertisement is altogether too formal. The illustration is excellent, but the text of the advertisement is lacking in inviting power. While it is the intention of the store to invite all women to view the new lines in millinery and costumes it does not say so. It merely implies the fact. Then there is lacking the details of attractions that are offered in the way of entertainment. The Chas. A. Stevens

CARSON PIRIE SCOTT & CO.

SPRING OPENING



TODAY and throughout the remainder of the week this store will present the authoritative and representative exposition of 1905 fashions

In our displays of Millinery, Costumes, Wraps, Suits, Coats, Waists, Lingerie, etc., you will find not merely adaptations and copies of imported models but the original masterpieces, secured at first hand, direct from the foremost style creators of Paris.

In connection with the style show we shall also present an interesting and comprehensive display of all kinds of spring merchandise. This part of the opening will reveal:

The best results achieved by manufacturers of fabrics and furnishings in adapting their products to the new style demands and in producing exclusive effects.

Ample assortments of bright spring merchandise, including many lines that are to be found only here.

A series of sales offerings throughout all stocks that will emphasize the ability of this store to sell good merchandise all the time at lowest prices—offerings represented by a few typical quotations on this page.

NOTE—"THE BLACKSMITH" will be exhibition from exhibition after this week.

Women's Silk Suits, $25.00.

FANCY Blouse suits of chiffon taffeta, in brown, blue and black; collarless style, plaited front and back, trimmed with braid to match; soft plaited girdles and plaited skirt, at $25.00. *Fourth floor.*

Silk Redingote Coats, $22.50.

MADE of fine soft black mean de soie, collarless style, double box plaits front and back, braid trimmed at neck and down front; new full sleeves, plaited gauntlet cuffs, full skirt, plaited front and back—$22.50. *Fourth floor.*

Opening Value in Misses' Suits.

WE had made especially for this opening a line of Misses' Suits that for material and style distinction will bear critical comparison with similar offerings anywhere. *Fourth floor.*

Misses' handsomely tailored Box Coat Suits, with bell, double-breasted coat, new full sleeves, collar and cuffs, trimmed in contrasting broadcloth, unlined coat and fancy lined skirt, in checks and mixtures, sizes 14, 16 and 18 years—$16.75.

Opening Showing of Spring Silks.

OUR Silk section is completely stocked with rare and exclusive designs in handsome silks. Novelties are arriving daily. *Second floor.*

Imported Messaline Taffeta Duche, five different styles of luscious, color effect "Ashes of Roses," suits for dinner wear, a yard, $1.25.

Imported Plaid Louisines and Taffetas, small and medium designs, in exquisite color combinations, with satin bars on the Louisine grounds, latest French effects, a choice value, a yard, $1.25.

Black and White Novelties, on white and black grounds, in Foulards, brochs, and velvet, warp print and the stylish checks, a unique collection, a yard, $1.50, $1.25 and $1.00.

English Mohair Dress Goods.

WE show effects and values in these goods not duplicated elsewhere. For shirt waists and shirt waist suits at 75c a yard. *Second floor.*

50-inch Blue Serpina 75c. 50-inch Brown Serpina 75c.
50-inch Tartan Plaids in English Mohair Serpina 75c.
A new lot of our famous 46-inch Cream English Serpina, a yard, 65c.

Fine Imported Lace Novelties.

FOR this opening sale we have secured a special assortment of latest importations and are putting them on sale at a very low special price. The assortment consists of: *First floor.*

Elegant net top laces. Hand-some venise bands. Handsome Irish point bands. Colored lace medallions. Rich black silk appliques. Black silk bands, etc.

Very remarkable values at the "opening" price, 65c a yard.

Beautiful New Spring Waists.

THE detail and finish of the new spring waists, the daintiness of the fabrics and the individual style, together with the extremely low prices, will make them appeal to women of taste. We quote three "Opening Week" special values. *Fourth floor.*

Real Lace Waists—A sterling display of exquisite creations made exclusively for us, at $100.00, $110.00, $120.00 and $140.00.

Lingerie hand made waists in soft muslin with fine dainty lace and French embroidery, at $13.75, $20.00 and up to $65.00.

These new styles in allover embroidered mull muslin, voile, deep cuffs, cutter of fine Val. lace, seamless finished with beading, $12.50.

Corsets: An "Opening Special."

TO signalize Opening Week this section has provided a surprise for all women who seek a corset modeled on correct lines at a very low price. *Third floor.*

This corset is made of French embroidered silk batiste. It has the satin high bust and is extremely long over the hips, has two pairs of garters attached. A special for the opening—$5.00.

Smart House Gowns, $10.50.

THIS section is prepared to satisfy practically every possible demand for negligees from the simple Kimonos to the elaborately trimmed house gowns. *Third floor.*

For "Opening Week" we have a special line of house gowns that will delight you. Fine Albatross, beautifully embroidered crepe-in styles in chalon, French flannel and China silk, choice at $10.50.

Specials in Novelty Jewelry.

THIS section is fully supplied with large assortments of the pretty trifles that go with the spring styles in dress. *First floor.*

Vanity boxes, heavily gold plated, with chain, contain powder puff, mirror, and memo. tablet, registration size, $5.50.

Fancy jeweled back combs, $8.00.
Neck beads, gold filled, $1.25.
Hat pins, some jewel studded and richly enameled, 10c and 50c.

Jeweled trimmers with gold filled link chains threaded, $7.00.
Graduated neck beads, light turquoise, Roman pearl, cut amethysts, 95c.

Swiss Embroidered Flouncings.

WE have placed on sale at a special "opening" price 350 pieces of the finest embroidered flouncings—the embroideries for waists, costumes, skirts, etc. *First floor.*

They come in the beautiful Irish point, Arabian, openwork guipure and English eyelet effects—all the season's late importations—widths 15 to 27 inches. Every piece in the lot would ordinarily sell from a third to a half more. Special opening price, 10c a yard.

TO THE PUBLIC:

At the beginning of this new season we desire to express our thanks for the gratifying evidence of your good will and confidence that has come to us in greatly increased business since we took possession of this corner a little more than six months ago.

We can best show our appreciation of the favor we have received by striving harder than ever to merit a continuance of it. That we shall do. Our constant effort will be to work each day some improvement in the selling of good merchandise at lowest prices and to make this store more than ever the most convenient and comfortable and satisfactory shopping place in Chicago.

CARSON PIRIE SCOTT & CO.

& Bros. advertisement is rather better in pulling powers. The object of the opening is to draw immense throngs to view the new things, but the Edw. Malley Co.'s advertisement is too cold and formal to arouse much enthusiasm. It might create a feeling of tone, but women expect that at a store of that kind anyway.

The Carson Pirie Scott & Co., Chicago, Ill., advertisement is a type of the semi-formal opening announcement. It is strikingly illustrated, and besides a hearty invitation gives space to some of the principal offerings during opening week. This blending of the opening announcement and regular advertising of specials might easily be the very best kind of opening day advertising. The power of attractive descriptions of new goods is great, and to that is added the power of special prices. The card of thanks at the foot of the advertisement is as old as newspaper advertising is old, but in this place it seems altogether fitting. It adds dignity to the opening announcement of a new season.

The Sibley, Lindsay & Curr Co. advertisement is a type of the formal invitation used by large quality stores. The illustration is one of the best for newspaper work. There is just enough detail to give it a finished appearance.

Very often at some of the openings there are very clever schemes used for the purpose of bringing out large crowds. One of these that has been used successfully by a number of merchants is to present certain gifts to those who hold numbered coupons corresponding with numbers placed on the gifts.

A western merchant offered fifteen gifts in this way for the purpose of advertising his opening. He advertised the opening and the gift scheme at the same time by having circulars distributed to every house in the city. A few hundred were also mailed to out of town customers. Each circular was numbered, the numbers running from 1 to 6,000, the number of circulars printed.

The gifts were to be numbered by a committee, and the person holding a circular with a corresponding number took the gift without any further ado. There was but one con-



dition, and that was that the person holding the winning number must be present in person to claim the gift. These circulars were distributed about a week before the opening and the same day the windows were trimmed with the gifts. A large card stated the conditions under which they were to be given away, and that any adult who did not possess a circular could obtain one by applying within the store.

The evening before the opening the gifts were removed from the windows, and the mayor of the city and a local banker acting as a committee selected the numbers. These numbers were selected from those that had been given out on the circulars. After fifteen numbers had been chosen they were placed in separate envelopes and thoroughly mixed. They were then passed over to another committee composed of a lawyer and a school teacher. This committee placed one of these envelopes upon each of the articles to be given away. This done the envelopes were opened and the numbers attached to the gifts.

Now mark this: All of this was done in the presence of another committee consisting of the editor of the local daily and representatives from the three labor organizations in the city.

All of this was not absolutely necessary and seems to be a long way around a little corner. But the merchant had two purposes in view and he attained them. First, to insure an absolutely impartial offer, and, second, to thoroughly advertise the event. You may be sure the different committees did not hold their tongues, especially as a light lunch was spread after these very arduous labors had been completed.

The opening was a success and it was due entirely to the fifteen gifts which were every one of them claimed.

This may be considered by many as sensational but it proved successful. Had it failed it might have been censured, but success will always atone for any mild shortcomings like this.

We are also reproducing several of the formal invitations, issued by prominent stores in different parts of the United States, and mailed to customers, inviting them to store openings. They are all good, although all are different in wording. These examples will clearly show how these invitations should be worded and in what style of type they should be printed.

Part Three

SCHEMES AND SELLING PLANS

CHAPTER XXVIII

LITTLE SELLING HELPS

IT HAS often been said of advertising, that all advertising is good, but there can be little doubt that some forms are better than others. Some kinds of advertising will bring better results than others, and it is a well-known fact that a plan that has proven successful with one merchant often fails utterly with another.

It is very generally conceded that newspaper advertising is the best medium for the retailer to use, but in every part of the world bright minds are giving serious thought to other methods of advertising, to little schemes that will help to sell goods—little selling helps.

A great deal of good publicity can be gained, and in most cases increased direct sales made, by the use of one or more of these little schemes every once in a while.

Many merchants go on the principle, however, that everything that attracts attention to their stores is good advertising. In this they are often very much mistaken. Notoriety can never be advertising, no more than a notorious person may justly be said to be famous.

Any scheme that will attract favorable attention to, and friendly comment of, a store is, without doubt, good advertising, but the same cannot be said of schemes that get a store talked about in an unfavorable way. "Scheme advertising," as it is usually termed, is, on the whole, good advertising. The merchant should be careful in selecting and carrying out his scheme, that is all.

In many cities and towns during the past few years there has been held what might be properly called "window weddings." The scheme is used merely for the purpose of attracting attention to the windows and the store, and of gaining much free advertising from the comments of the public and the "write-ups" of the press. A merchant offers a certain sum of money, or a certain prize of merchandise, to the first couple who will consent to be married in his show window, in plain view of the public. This scheme has made good in many places. It proved valuable to a merchant in the writer's home city. But in a city where there is any opposition shown to the scheme it must prove a failure.

Not long ago a clothing merchant in a Canadian city offered to pay any couple $100 who would consent to be married in his show window. This generous offer was promptly taken up by a young couple and arrangements were made for the wedding. The whole affair would have attracted but local notice had not some person or persons objected to the proceedings as sacriligeous, and asked the aid of the police to prevent its being carried out. This the police tried to do by informing the merchant that the marriage ceremony should not take place or he would be arrested for blocking the traffic in the street.

This merchant, being of that kind who mistakes notoriety for advertising, saw in this merely a chance for further notoriety. He announced that the "performance" would take place as advertised in spite of the police. On the day appointed he kept his store closed, but had a large banner in his window announcing:

> "This is my private house to-day. I pay my rent and taxes. A wedding will be held here at 3:30 P. M. W——— keeps his word. Come and see the wedding. Everybody welcome. No disappointment."

Of course this aroused a great deal more curiosity than the wedding would have done, and the streets were blocked for hours by the waiting throngs. A curious fact of this

affair is that the crowd was composed mostly of women. The couple were married in the window. Outside the police had to use their clubs or batons on the heads and shoulders of the mass of onlookers in a frenzied effort to preserve order and cause the people to disperse. A local paper in describing the affair, said: "Women fainted; dresses were torn; babies were lost; every one stepped on and jostled every one else, and pandemonium reigned supreme."

The merchant was roundly scored by the authorities, and heavily fined, with the alternative of two months in jail. The wonder is that the poor misguided merchant did not further seek public sympathy by spending the two months as a prisoner instead of paying the fine.

Does any intelligent merchant consider for one moment that that scheme as carried out was good advertising? The writer does not.

The above is only one example of the lengths that some merchants will go in pursuit of publicity. Some of the schemes used, unlike this one, are really good from an advertising viewpoint. Here is one that drew an orderly crowd to the store of the merchant who used it, and at the same time was productive of much direct business.

This firm had a large number of tickets printed similar to the following:

> No. 1967.
>
> REWARD
>
> We will present to the person who brings to us the lucky number before 6:30 P. M., Show Day, a fine Silver Tea Urn, displayed in our show window.
>
> BURNING BROS.,
> Cardigan, Ill.
>
> Sign here.....
>
> No one allowed to deposit more than one ticket.

Each ticket had a serial number, running from 1 to 5,000, and was about the size of an ordinary business card. These were distributed on the streets, at the show grounds, and the railway stations on Show Day. The urn was exhibited in one of the windows, and a suitable card shown with it explained the scheme. It also stated that a card and number could be had for the asking inside.

The advertising manager, said of the scheme: "Altogether, the plan was very satisfactory. The store was crowded from morning until evening, and a splendid business was done. The most important effect, however, was the new customers that the advertising brought to the store. Many people came to the store for the first time, and we were able to interest a number of them in paying a second visit."

The success of a scheme can only be gauged by the benefits derived from it, and in this case it was perfectly satisfactory. Besides this new business gained on Show Day, the firm found themselves in possession of a very valuable mailing list, which they used for circularizing, and obtained good results from that also.

A clothier advertised a special sale of trousers, and in his advertisements was prominently displayed this offer:

> The first three men entering our store on Sale Day, August 2d, will each be presented with a pair of $3.50 trousers, absolutely free. All those who wish may sleep on our doorstep all night.

An offer of this kind is likely to cause trouble for any merchant making it. Then, again, it is likely to attract to the store an undesirable class of persons. They will be

there, ready to fight for the goods offered free, but with no intention of paying any price, no matter how low, for anything. Such an offer would never be attractive to the persons intended to be reached by the advertiser.

Any scheme of a sensational character that is calculated to bring into or about the store the unruly element of the locality is more likely to prove injurious than beneficial.

A clothing merchant in one of our larger cities drew a large crowd in front of his store (the inside was deserted) during a Thanksgiving sale, by letting loose one hundred live turkeys from his upper story windows. Some one hundred persons got live turkeys after a chase, and some thousands witnessed the proceedings, but not many of these same thousands ever went inside of that merchant's store. The results were less than expected. The cost was never made up from the sales made through that species of advertising.

The idea of throwing goods from the roof of a building to the waiting and expectant crowds below can sometimes be made the means of considerable talk about the store.

On a market day in the latter part of August, when the weather was still warm and bright, but sales had stopped in the straw hat department, a men's furnisher announced that he would throw from the third story of his store building a barrel of straw hats and thirty suits of clothes. When the appointed hour arrived an immense crowd had collected outside the store, and while a large part of them were there merely to look on, the excitement was just as keen in every part of the throng. While many of the hats were not presentable after the row, the boys of the town extended the advertising for the merchant by running around the street with rimless or crownless hats on their heads. The suits were of little use to the store, but were as eagerly fought over as if they were the best procurable. This is one way of getting away with unsalable goods; another way would be to send them to some charitable institution. The advertising that would accrue from this latter disposition of them might prove to be quite as good and some poor fellow might be made happier by it.

Sometimes some of the schemes used by the merchants are intended to be "smart," or are made with the intention of having the public adjudge the merchant as a sharp, or shrewd, or cunning advertiser.

Here is a little thing that proved successful. A druggist had a large number of folders printed, advertising his business. One page was given up to the scheme. The folder was entitled "Vest pocket rules for all games," and was suitably illustrated. These were advertised freely in the papers and were given away free. When the seeker after knowledge had secured one he found that the "Rules for all games" was in reality only one rule, which applied alike to all games. It was:

"KEEP YOUR MOUTH SHUT."

This was an intentional "catch" on the part of the advertiser, and the public took it as it was given. Not so was it with a cigar dealer, some years ago, who made himself very unpopular by his smartness. He was ever on the lookout for "gags" and schemes, whereby he could catch his customers. One that he used was to place a card in his window, stating:

I WILL PAY $15.00
FOR 1906 PENNIES.

One or two respectable persons were taken in by this. When they found that the offer made was $15.00 for $19.06, or "nineteen hundred and six single pennies," they transferred their trade to a cigar dealer who was not quite so sharp.

A shoe merchant made a lot of trouble for himself not long ago by using a simple little scheme. He had a waterproof shoe that was guaranteed to withstand any amount of water, and had one placed in a glass dish of water. Before doing this he resorted to the vaseline bottle, and after a liberal coating of this preparation it kept out the water per-

fectly. After this practical test (?) had sold a large number of the shoes the purchasers began bringing them back with the complaint that they leaked. The merchant explained how the shoe in the window was made waterproof, and by liberal allowances on new shoes kept his customers. Had he frankly told his customers when they made their purchases that the use of vaseline would aid the shoe in resisting water he might have saved himself a good deal of worry and loss.

A trick of a similar nature was used by another shoe merchant but it was one that was not calculated to do him any injury, because in reality no one was injured.

He had two thermometers in his window. One was placed in a cushion-soled shoe, and the other alongside of it. A window card called attention to the difference in temperature, inside and outside of the shoe. The one inside of the shoe registered about twenty degrees more heat than the one outside, but, of course, it was "faked." It attracted a great deal of attention from its uniqueness. This same scheme might be used in summer, showing an oxford to be many degrees cooler than a high shoe.

There are a great many schemes that are beneficial without bringing direct results. Others there are that cannot bring any good results no matter how they are worked. Then there are many that will not bring results adequate to their cost. Unless the scheme is such that direct returns will accrue it is perhaps best left alone. Sometimes a scheme that is merely intended to remind the public that the store exists will in the end pay, but it is best to have a dozen little schemes bringing in direct results than one intended merely to familiarize the name of the store.

A merchant in a "factory" town made use of the following scheme to get direct results:

In the first instance he held what he termed "An Envelope Discount Day." He advertised that every employé of the factories in the town who would bring his pay envelope to the store on a certain date would receive a discount of five per cent. on all purchases made for cash on that day. To help the scheme along he had a number of manila envelopes printed with the following inscription in one corner:

> Present this envelope at H———'s store on December 12th and receive a discount of 5 per cent. on all purchases made on that date.

As this is the kind of argument that appeals to most men the store was crowded on the date named. The store had to be kept open during the evening to supply the demands that were made on it.

From this idea was evolved another. They contracted to supply the factories with their weekly pay envelopes for the privilege of placing their advertisements on them. They continued the five per cent. discount idea but varied it by offering it on only one line of goods one week and on another the next, and so on. Besides this they had printed on these the words, "Look out for the Blue envelope." These blue envelopes were used occasionally. Whenever trade slackened up a blue envelope was used and this blue envelope entitled its holder to a five per cent. discount on any article purchased within five days of its date.

This merchant captured a large part of the factory trade by this little discount scheme. Had he merely offered to every one a discount of five per cent. on their purchases on a certain date there would have been no appreciable increase of sales on that date. But by making the special offer to a "class" of customers he appeared to favor them and the idea proved successful.

Any scheme that stamps a merchant as progressive, as original, as determined to stand in the front rank of his line of business, is bound to win the respect and support of an ever-watchful public. There is a perfect thirst for novelty to-day, and when a business man finds that some competitor more active than himself is leaving him behind in the race, it is time for him to cut loose from some of the cut-and-dried business methods of a generation ago. Give the public something new and they will call at your store if for nothing more than to pay a tribute to your progressiveness.

In order to get rid quickly of a large quantity of shopworn and unsalable goods, one

firm placed them all on a big counter, and advertised that among the lot were many worth $2.50 and $3, and that on Monday morning a "stock market" sale would be held, beginning promptly at ten o'clock and lasting just one hour. The price might suddenly drop to fifty cents, the lowest point, or it might soar to $2, the highest. The "market" was manipulated or controlled in the following manner: A number of tickets, with prices starting at 50 cents, and rising by 10 cent jumps to $2, were printed. Starting exactly at ten o'clock a number was drawn, which a clerk standing beside a big clock near the counter posted as the opening price on the bargains. One price held for five minutes only, when a new ticket was drawn and posted, and so on throughout the hour.

The bargain brigade, scenting a sensation, was out in full force, and all the thrill and excitement of a real stock market in miniature was experienced by the eager crowd, as prices dropped, soared, and dropped again. There was a wild scramble when the price, early in the hour, dropped to 75 cents, and timid buyers loaded up. The market soon rallied, however, and the purchasers congratulated themselves; but when, a little later, it dropped to 65 cents, there was an onslaught which almost swept the clerks off their feet. By eleven o'clock the pile of goods was nearly all turned into cash, and the proprietor clapped himself on the back for a clever fellow.

A scheme like this can be carried out by any firm with any kind of merchandise. During the duller days of midsummer or midwinter it would help to liven up sales. It should be well advertised in advance and the scheme carefully explained so as to avoid any misunderstanding.

Baby shows can sometimes be made to produce a good increase in the departments devoted to infants' wear, but *beware of jealous mothers.*

A shoe dealer recently announced in an advertisement that he would sell silver dollars at 95 cents each. Each customer was required to furnish proper change and the store presented a busy scene. Many amusing incidents occurred. Some thought the dollars had never had a sufficiently formal introduction to Uncle Sam and hesitated about purchasing them, and after doing so would test the coin in various ways. Only one was sold to a customer.

Money sold at a discount will attract a large crowd, but they will stick close to that particular counter over which the coin is being sold. The cost does not amount to very much, but it never returns in the shape of increased sales. In the larger cities the scheme is played out as far as advertising the store is concerned. It is too well known. People will take advantage of the offer, but that is all. In a small place where it has never been tried it might prove more valuable for advertising the store.

A St. Louis clothing dealer advertises like this:

> "President Roosevelt, the Stork and we are all of one mind.
>
> "Therefore—The first father of living twins born in St. Louis during the coming month of May of this year will be welcome to a pair of our best trousers of his own selection. The first father of living triplets born during the same month can have one of our best suits. The first father of living quadruplets born during May will be entitled to a suit and overcoat. Come early and avoid the rush."

The value of such an advertisement lies purely in the free notices the firm will receive in the papers. The chances are, of course, that not one of the offers can be accepted, because such events are rare occurrences.

There are every year several events of much local importance, such as celebrations of one kind and another. Any merchant could take advantage of this by issuing an official program.

A Virginia shoe firm on the occasion of a Washington's birthday procession got out a four-page cardboard folder, giving the order of the procession and the route of the parade. The front page contained a half-tone portrait of Washington, and the title stated that the folder was printed by the firm, proprietors of the Up-To-Date Shoe Store.

The back cover contained a half-tone picture of Washington's residence at Mount Vernon, and also mention of the firm. The two inside pages contained the information for which the program was issued and appropriate advertisements at the top and bottom of each page. It was a timely advertisement, and undoubtedly was appreciated by the people of that city.

The window can be used very often for attracting attention to the store. Some very clever ideas have been used. A good one for arousing curiosity is the smashed window idea, where a piece of timber is supposed to have been hurled through a plate glass window, and remains, a portion of it outside the store and the remainder inside the window. The effect is produced without any damage to the glass, by gluing a portion of the piece of wood inside the window and the remainder on the outside, and then drawing lines with soap and glue to give the appearance of cracked glass. Such a window is talked about, and commented upon; and if the right kind of window cards explaining the "accident" are used, the result is added publicity to the store.

Years ago if a window was accidentally smashed it was quickly boarded up and the glass replaced at the first opportunity. Now when an accident happens the merchant tries to make something out of it by some clever advertising scheme.

A Milwaukee dollar hat man used a new dollar bill in a window display. One night some fellow used a brick on the plate glass and got away with the dollar. Next morning the hat man put up a card which said: "The man who threw this brick is a thief, but no more so than the man who charges you $3 for a hat we sell for $1."

This idea was clever enough, but the sentiment expressed is open to criticism. It implies that the $3 hat is no better than the $1 hat he is selling, and the man who is selling the $3 hat is a thief. Such advertising is unworthy of any first class establishment, because it is false. Most people would recognize the lie and resent it.

A little trade scheme somewhat out of the ordinary is one recently instituted by a city store. The store decided that on a certain day of the month to be selected, cash purchases made by all patrons would be refunded. To further increase interest in the scheme the store inserted coupons in one section of their advertising in the daily newspapers, on which the public was invited to write the name and address of the most popular young woman of its acquaintance, and the five young women who received the highest number of votes cast in the contest would be selected to name the day of the month on which all cash purchases would be refunded. Each of the five women to be selected was to be rewarded with a fine silk dress pattern for their kindness in lending their efforts to the success of the scheme.

The above scheme is an enlargement upon the idea of refunding cash purchases, in that it enlists the attention and interest of those who are desirous of seeing the most popular woman of their acquaintance selected as one of the judges.

This scheme has proved so profitable with some firms that they have used it over and over again, varying the details slightly to add freshness to it.

Some merchants may think that this is an expensive thing to do, but it seldom amounts to more than a five per cent. discount on the month's sales, often less. The idea looks bigger than it is. It is like the refunding of every fifth purchase of like amount. This is a discount of twenty per cent. But to the buying public it looks far more.

Some men endeavor to attract attention to their business by making themselves remarked by their personal peculiarities. A well-known hatter in an eastern city wore, year in and year out, a bell-crowned silk hat of pronouncedly antique construction. Everyone wanted to know who he was, and his hat became a standing advertisement of his business. A furnisher always wore vests of startling construction and color effects. A famous rubber dealer was a well-known first-nighter, always occupying the most conspicuous box in the house, making offerings of the largest bouquets to the actresses, and invariably hissing when the audience applauded. Being known as a startling nuisance, his business became well known also. The public has little patience with such forms of advertisement nowadays. The motive is too apparent, and sensible men are disgusted at the lack of self-respect that leads a man to become a Merry Andrew for money.

CHAPTER XXIX

GUESSING AND VOTING CONTESTS

SOME merchants would allow a good business to slowly dwindle down and die before they would turn their minds to a voting or guessing contest. These merchants class these innocent schemes as gambling, and without thought cast them aside. If this was the result of religious principles it would be excusable, but it is usually because they are too deeply in the "rut" of routine that this is so.

Among the best of schemes that can be used to revive a dying business or turn a dull season into a busy one, is a voting or guessing contest. These contests awaken interest in the store holding them and might often be used to avert disaster.

The success of any scheme, whether a voting or guessing contest, depends largely upon the publicity given to it. No matter what the scheme a merchant decides to use, unless it is well advertised it will prove a failure. People must know that the scheme exists or they will not have a chance to participate in it.

Guessing how many beans in a bottle; how many seeds in a pumpkin; how many votes will be cast in some election; when a clock or a watch will stop; how long a huge candle will burn, and others of this kind, are familiar schemes for attracting attention and trade. Guessing contests of this order are so familiar that they hardly require any explanation.

There are a great many ways of conducting these contests, however, and each way may be considered good to attain certain results. Providing a merchant merely wishes to secure a good mailing list, and incidentally to have people visit his store so that they can be shown around and made familiar with it, a guessing scheme with no other conditions than the one causing them to visit the store to make their guess on cards provided for that purpose, is necessary.

If the scheme is meant to liven up trade during a dull season, the main condition should be the purchase of some article or articles of a certain value. For this purpose the following method is perhaps the best:

A number of prizes are offered to the persons making the best guesses. A coupon is issued for every purchase amounting to, let us say, 50 cents; two coupons for a $1 purchase; three coupons for a purchase amounting to $1.50, etc., the larger the purchase or the greater the number of purchases, the more chances of guessing the customer has. Each coupon is printed and numbered in duplicate. The customer writes his name and address, and guess, on one part of the coupon, detaches it and drops it into a convenient receptacle provided for that purpose. The other coupon with a similar number upon its face is retained until the contest is over and is used for purposes of identification.

When the time limit for guessing has passed, some prominent man or a number of men are requested to act as judges and make the awards.

Guessing contests should not run, as a usual thing, any longer than a month. Good results rarely ever attend a contest that runs so long that the first participants lose all interest in it. Some schemes of this nature have run three months and been attended with good results, but these have invariably been contests where the prizes run up into greater values than usual. A contest for an automobile should run for three or four months successfully. A contest for a $5 gold piece would not run more than a month and interest be kept up in it. When prizes of small or moderate value are offered it is far better to have three contests in three months than to run one contest three months. People are apt to tire of waiting for the results to be made known and forget all about it. This, of course, is not desired, because the scheme is to keep up the interest of a great many people in the store.

When a date is set for closing a contest it should never be closed at an earlier date. Trouble is sure to follow, and many will consider that they have been cheated out of a chance to guess, even though they had never had any definite intentions of guessing at first. The time may be extended, if for any reason it is deemed necessary, but should not extend far over the original date.

Such contests as these are always productive of good lists of names which should be classified as carefully as possible and used in circularizing. These names represent persons who have bought goods at least once in the store and should produce better results from circular letters than names selected from among strangers to the store.

New forms of guessing contests are being devised every day by progressive, energetic and enterprising merchants. The best of these usually receive notice in the retailers' own papers, the trade journals of the country.

A large variety of different schemes are given in a succeeding chapter of this book. Most of them can be adapted to any business of any size, in any place.

It is always desirable that a scheme of any nature should be presented in a new character. Guessing contests have been held in almost every town and city in the Union, but the same scheme can be presented in a new dress and receive as much attention from the public as ever.

For instance, one merchant offers a prize of $10 for the nearest guess to the number of seeds in a pumpkin displayed prominently in his window. This can be varied and improved upon by following the method of another merchant. He procured a large number of new pennies and heaped them in his window and offered them for the nearest guess made of their number.

Another merchant offered a Shetland pony to the boy or girl who guessed nearest its weight. The same contest could be varied by offering a guess as to its best time in driving from one place to another. By varying guessing and voting schemes in this manner new interest is added to old schemes.

A voting contest is conducted on very similar lines to the guessing contest. For instance, Brown, the shoeman, advertises that he will send the most popular school teacher on a four weeks' vacation, paying all expenses of board and railway fare. The teacher receiving the largest number of votes to be adjudged the most popular. If the teachers enter into the contest in friendly rivalry Brown will be besieged by their friends wanting footwear. Each 50 cents on each purchase representing a vote, many will purchase higher price shoes than usual. Then there are the school children. With them working for the different teachers it can easily be seen that Brown will have plenty of business to do. Besides the direct business to be obtained there is the constant advertising that is going on. One will say: "Why don't you go to Brown's for your shoes? I got these there and they are perfectly satisfactory in every respect." That recommendation, in its various wordings and manner of expressing it, means good advertising.

But, on the other hand, if the voting between two teachers is close, and a little spark of jealousy is allowed to creep in, Brown's bed will not be always of roses. Usually when there is strictly no favoritism shown by a merchant he need fear no dissension. If it should enter into the contest he should ignore it entirely.

Here is a case in point: A merchant in one city offered an organ as a prize to the church that should secure the largest number of votes. The congregations and their friends threw all the trade his way they could so as to register their votes. He reaped a harvest through his enterprise. Another merchant in another city hearing of it made a similar offer to the churches in his city. Unfortunately for him there had been open rivalry between the two churches (there were but two churches in the town) and when the offer was made known each congregation set in to win the organ or die in the attempt. At first everything seemed to run along nicely, and the merchant did a large business. Many goods were purchased and laid away for future use. But towards the end of the contest the losing congregation began to murmur "fraud" and other remarks equally uncomplimentary to the merchant were uttered. He tried to defend himself and at last gave each

church an organ of equal value. This, instead of pleasing all parties, only made the feud the stronger. In the end the merchant sold out and moved away.

This is an extreme case, but it shows how careful the merchant should be in selecting and conducting these contests and schemes. It must fit harmoniously into the local conditions and surrounding circumstances or there is sure to be a jarring note heard somewhere.

Another kind of contest is that in which the contestants have to perform something to enter the contest. Prominent among these is the ever popular "Ad-writing contest." Most people think they can write advertisements as good as, if not better, than the professionals. This is the reason ad-writing contests usually produce such good results. This can be made to bring people into the store if the contest is thrown open to all (professionals barred) on condition that the advertisements are submitted upon special forms to be supplied at the store.

One of the oldest schemes of this character, and one that is always good when revived, is the word-building contest. This contest means lots of work, and the prizes should be large in proportion. Most people know what it is to enter a contest of this nature, and the rewards must be adequate or few will enter the contest. When the contest is made for school children, the age limit being about sixteen years, the prizes need not be very large to awaken considerable interest. The lists of words submitted will be shorter, and consequently the contestant will be well paid in receiving a smaller prize.

The Columbine Music Company, Pueblo, Colo., held a contest of this nature a few years ago. We reproduce their advertisement of the contest which gives explicit directions to the contestants:

THIRTY-FIVE HUNDRED DOLLARS

ABSOLUTELY GIVEN AWAY!

A contest of interest for both grown folks and children—such gifts as these never before offered in this part of the country. For the purpose of encouraging and stimulating greater interest in music—with all its refining home influences—we have determined upon an offer which will not only accomplish the object desired, but will also bring to us the gratitude of all who take part in this great contest. The name of the Columbine Music Co. has become a household word throughout this part of the country, and our determination to continue it so has resulted in the following remarkable offer: See how many words can be made out of the letters in the name "Columbine Music Co."

The person making the greatest number of words will be given a $500 new high-grade upright piano absolutely free. The next ten highest answers will entitle the successful contestants to a credit certificate of $150 on another piano—just like the one offered as first prize—or on any other new piano in our warerooms. The next twenty highest answers will entitle the successful contestants to a credit certificate of $75 on a piano the same as the foregoing. Should a successful contestant already have a piano, or, not being able to pay balance on purchase price, the certificate so held may be transferred to a less fortunate contestant, when indorsed by us, and not only will such certificate be accepted by us as so much cash on a piano, but satisfactory terms can be arranged with us for time payments on balance of purchase price. The following rules will govern the contest: The sole conditions are that the words must be confined to the letters in our name, "Columbine Music Co." Do not use the full word "Company," only its abbreviation, "Co." The name "Columbine Music Co." counts for three words. No foreign words or proper names will be allowed. Use only such English words as are found in any standard American dictionary. No word shall be used twice. No letters shall be used twice in the same word unless they

appear more than once in "Columbine Music Co.," but not oftener. Arrange all answers in alphabetical order, beginning with the letter "A." State whether or not you have a piano or organ. This is for the purpose of enabling us to know how many homes there are in this part of the country without instruments. Sign full name and address. The contest is open to all excepting those who live along the line of railroads north of Colorado Springs. In case two or more contestants tie for first prize—a $500 piano—then each shall receive a pro rata certificate good for his or her portion of the $500 certificate and which will be accepted by us as part payment on a similar piano—or any other new piano in our store. In this offer, which means the giving away of $3,500, we wish it distinctly understood that the successful contestants shall have the opportunity of selecting from our regular line of instruments—which comprises the very best makes of pianos in the world—any desired piano in our wareroom.

For children, a "drawing" or "writing" contest is likely to produce as much interest as anything. The number of prizes should be as great as possible, even if they have to be made of but little value. The more children who receive prizes the better the store will be advertised in the home.

It is always advisable to have the best exhibits shown in the window. Proud fathers and mothers will then talk about the store, too, and as that is practically all such a scheme is likely to produce it is well to secure all of it one can.

A Western advertising man hit upon a good plan to have his advertisements read. He offered prizes for the largest number of his advertisements in which a certain phrase would occur. He also announced that in each advertisement it would occur at least twice. It was thus necessary to read the advertisement through to see how many times the phrase appeared.

The contest ran for three weeks. Every subscriber of the several papers used by the merchant would read and clip each advertisement as it appeared for someone who was collecting them. During this six weeks' contest the advertising man made special offerings, that being read as they were by all readers of the papers, produced the biggest business the firm had ever known.

WARNING

GUESSING CONTESTS RULED OUT

By a recent ruling of the Post Office department, guessing contests of a certain class have been barred from the mails. This rule embraces all contests that are dependent upon chance rather than skill. For instance, under this head would come contests for guessing the number of beans in a glass jar; guessing the majority of a candidate in an election, or the attendance at the World's Fair. While there is some judgment necessary in contests of this kind, they depend for the most part upon chance in hitting upon the exact number. In the future all matter pertaining to them will be precluded from the mails.

This does not mean by any means that the merchant may not conduct guessing contests—it only prohibits him from advertising them in newspapers or circulars that are to be sent through the mails.

The number of schemes that would not come under this ruling are legion, and any merchant can find many to fit his business that can be properly advertised in the papers. If, however, he has any doubt about the scheme violating this ruling, he should submit it to the Post Office department and get a special ruling upon it before deciding to use it.

CHAPTER XXX

DRAWING CONTESTS

A PERIODICAL drawing contest will liven up the deadest business. If it is conducted squarely and openly there can be no fault found with it. If the prizes offered are generous and liberal the winners will be satisfied.

The advertising value of a periodical drawing is good. Each participant in the drawing becomes an advertiser for it. And as the public must purchase goods to enter the drawing, the goods themselves are advertised.

The periodical drawing is something like an endless chain affair. The holders of winning tickets may be depended upon to talk incessantly about it. The holders of losing tickets, seeing the successful ones satisfied, are anxious to secure numbers for the next drawing. To obtain these numbers or tickets they must make further purchases. So it goes on.

A Providence (R. I.) shoe house holds weekly drawings in which four pairs of shoes are given as prizes each week. When a sale is made the salesman asks the name and address of the purchaser, at the same time telling him—or her—to retain the sales slip, which contains a number. Numbers corresponding to these are made out and divided into four lots, viz., those for purchasers of men's, women's, boys' and girls' shoes respectively. Each of these lots is publicly placed in a box, well shaken, and a number drawn. The persons holding the four winning numbers are entitled to a prize of a well-known brand of shoe. Purchasers of men's shoes have a chance to win a pair of men's shoes; purchasers of women's shoes have a chance to draw a pair of women's shoes, etc.

This is, and has been for some time, a regular feature of this store, and has proven very successful in making the name of the particular shoe advertised better known than any other plan could have done.

This periodical drawing can be carried out in a little different way in a small town, or even in a large city if the store is a large one. The plan used above is carried out with the exception that the winner of the prizes must be present at the drawing. When this plan is followed it creates a great deal of excitement, draws crowds to the store operating the scheme and clearly shows that the contest is open and above board.

When this latter way of drawing is conducted the party drawing the numbers continues to draw until numbers are drawn that some one present holds.

This scheme could be modified so as to have a drawing but once a month and the number of prizes increased. The drawing could then take place in some public hall. A short program of music and songs might be added to further attract the crowds, not only of ticket holders but of those who do not hold tickets.

In some communities a drawing contest might be looked upon as merely a species of gambling. When this is the case, or where the retailer thinks it might be the case, he can follow a plan modeled somewhat on the following scheme:

Let him procure a glass box that locks with a key. In this he may place whatever sum of money he desires to give away, in plain sight of all. He can then procure 500 or 1,000 keys similar to the one that locks the box, but that will not, and give one key away with each purchase. On a given date all those who have keys may try to unlock the box and the one holding the key that does takes the prize.

This scheme may be carried out in a great many ways, and the prizes may be money, a parlor suite, or anything else. There may be several keys that fit the lock and there may be a number of prizes to correspond with these keys. The first one to open the lock takes the first prize, the second one who is able to open the box takes the second prize, etc., until the prizes are all awarded.

The key scheme was worked by another firm in this way: They had a common door fitted over their safe door, and sent out three thousand cards with keys attached. The tag read: "Five dollars in gold for $1. Bring this key to Bien Bros.' store, open the lock in their safe and you will be entitled to $5 in gold. The condition is that you must make a puchase before testing your key." Some of these were distributed in the homes in the city, while the balance were mailed to farmers in the vicinity.

There were ten keys in the lot that would fit the lock, and as each key was tried and found to open the lock the holder was given five dollars. The condition that a purchase must be made, amounting to at least one dollar, before the key could be tried, helped the firm to make the scheme self-sustaining as well as get a lot of good advertising out of it.

Here is another method of holding a drawing contest that is so cleverly disguised that no one would actually call it a lottery scheme.

The plan is to have a numbered coupon, similar to the one that follows, in one corner of the advertising matter sent out. It is used usually in connection with a special sale or store opening.

Coupon No. 3463.

This coupon, if the number thereon corresponds with the number tagged to any of the articles to be seen in our window during the week of March 12, 1906, entitles you to that article *Free of Charge;* only one coupon received from any one person.

(Name of firm and address)

NOTICE:—Sign your name and address on the lines below and bring the coupon to us on our .

SPRING OPENING DAY .

Thursday, March 21, 1907.

On that day the numbers selected by a committee will be placed on the articles, and if your coupon bears the number on any of them that article is yours, free of any cost.

Name.....

Street.....

Town.....

The object of this contest is to draw people to the store, and is usually successful in making many new customers.

A great many schemes have been tried for the purpose of getting the customers of the store working among their friends in favor of the store. This is done, of course, by the offer of liberal prizes. One of the best of these was conducted by a Dayton firm. The *Merchants' Record and Show Window* describes this scheme in detail in its November, 1905, number, as follows:

"Willner Bros. & Co., Dayton, Ohio, have just concluded an auto car contest for boys. The prize was a 'boy-power' auto, made in imitation of the large machines. It was quite an expensive machine, with ball bearings, cushion tires, upholstered seats, and many other points, making it very desirable from a boy's point of view. The advertisement showed a cut of the machine, and read as follows:

"'This automobile free to the best boy hustler in the city.

"'We want every boy who sees this advertisement—no matter how old or how young he may be—to come to Willner Bros.' store and see this little beauty of an automobile.

"'We want every boy to take part in the most interesting contest ever conducted in this city.

"'It's just awfully easy, boys, and that's all there is to it. Come down to the store. Let us tell you all about it. Then you can start to work right away (it's more like play than work) and maybe you'll show everybody that you're the best boy hustler here.

"'Remember that every boy who takes an active part in the contest will be given a prize, even if he doesn't win the automobile. You have everything to gain and nothing to lose—so come on.

"'Willner Bros. & Co., 116–118 Main street, Dayton, Ohio.

"'NOTE TO PARENTS—If you have the slightest hesitation about letting your boy engage in this contest, kindly call on us, and let us explain it to you thoroughly. We will consider such a visit a favor.'"

It will be noted that the boys are requested to call at the store for further particulars. At the store they were given punch cards, bearing numbers in multiples of five around their edges. These cards were distributed among the friends of the boys, and whenever a purchase was made at the store the amount was punched out of the card and credited to the boy to whom the card was issued. Serial numbers on the cards served as a check on the boys they belonged to. To the boy whose cards were credited with the greatest amount in sales the auto car was given. The other contestants were each given a small consolation prize.

This scheme could be carried out with a pony for a prize, or even a handsome sleigh if the scheme is undertaken in winter. A huge doll would serve to set the girls working in a similar manner.

Sensational schemes, as a rule, are not successful, and are better left alone by the retailer. There are schemes, however, of a highly sensational nature that sometimes prove winners. These are usually affairs of the moment, and must be taken advantage of at that time or not at all. If there is time enough to deliberate over and plan the thing out, from beginning to ending, there is time enough to let it alone. A country retailer hit upon an ingenious scheme to advertise his business. A circus was billed to appear in his town, and it happened that after the performance was over a breakdown on the railroad delayed the company for a day. In front of the merchant's store there were a couple of dead trees that he wished removed. He saw the manager of the circus, hired two elephants, and had them driven to the store, where they were chained to the trees, which they easily uprooted—a job that two men could just as quickly have done. Result—an enormous crowd, long notices in the news columns of the county and state papers, endless discussion in every household, crowds flocking in to see the hole made by the beasts, and an event added to the town's annals that linked the merchant's name indissolubly with the community.

Compare that scheme with that of a man eating soapsuds in a druggist's window. The former was clean and legitimate, but the latter was sensational and vulgar. Both drew crowds, but only the country merchant reaped success from his scheme.

The Chicago *Journal* gives us the following under the title, "Chicago Monstrosities:"

"The 'sandwich man' is being gradually crowded out of Chicago. He is too tame. People never stop nowadays to look at the signs he carries, and his place has been largely taken during the last few years by the 'character artist.' One of the first to make his appearance was a man on six-foot stilts, who stops, blows a trumpet, adjusts a tripod, and pretends to take a picture in a crowded street. As the crowd reaches a satisfactory size he draws from the camera a banner advertising a cigar."

The article goes on to describe the "wild Indian," the "Rube," and several other "curiosities" from the side show.

Perhaps the scheme that showed the worst taste was the one in which "Uncle Sam" in typical costume—high hat, dress suit, "high-water trousers" and all, in red, white and blue—carried about a dummy Spaniard, which he kicked all over the sidewalk and street.

The street gamins were allowed to participate in the "licking" and right heartily did they enter into the sport. When a crowd had been attracted an advertising banner was produced. This sensational form of advertising is frowned down upon by all sensible persons, and the merchant indulging in it is very sure to lose more trade than he can gain.

CHAPTER XXXI

SCHEMES THAT HAVE BROUGHT BUSINESS

THE schemes given in this chapter have been clipped from various sources. Nearly every one of them can be adapted to any particular business. Some are such as require but little or no preparation, while others require much consideration and planning to inaugurate. All have been successfully used by live up-to-date firms who have proved their usefulness in drawing customers to their stores. None are copyrighted, so that any merchant may use any or all of them freely if he wishes.

Free Insurance Policies

Fortner, Bunt & Co., tailors and men's furnishers, Yonge street, Toronto, gave an accident insurance policy for $500 with every $10 purchase in their tailoring department. After the scheme had been running for two weeks Mr. Fortner said that he could trace definite results to it, and he found that all his customers were interested in it, and asked for it with their purchases.

These accident policies can be procured for mere nominal figures from companies making a specialty of low premium accident insurance.

Wagon Loads of Women

Valleau & Co., Crawford, Okla., offered a three-dollar hat to the farmer bringing the greatest number of women in one wagon to their store by noon on one of the days during a special sale which they conducted recently.

This scheme can be used weekly or monthly, the object being to bring people direct to the store door and make them acquainted with its locality.

Car Fare Paid

Johns Clothing House, Racine, Wis., recently closed out their business in that place and moved to Kenosha, Wis. They advertised that to all customers living in Racine who would come to Kenosha to trade they would pay all expenses to and from the latter city.

This scheme of paying railway fares to customers from near-by cities and towns is a good one and should be a feature of most stores all the time.

Postal Card Competition

C. R. May, Hedrick, Iowa, held a postal card competition, offering a prize to the person who would write "May sells Walk-Over shoes" the greatest number of times on a common postal card. The winner wrote the sentence 940 times. He reports the competition as very successful as a mode of advertising his store and the Walk-Over shoes.

This scheme is an old one, but one always calculated to arouse much interest. Direct sales are not expected from it, but it is a good one for popularizing a store.

Gifts to Church Societies

Warren M. Crosley & Co., Topeka, Kan., used this scheme successfully:

"This store will give one hundred dollars as a Thanksgiving offering to the church societies of Topeka, and we want our customers to vote who shall have it. The hundred dollars to be divided this way: $50.00 to the church society receiving the highest number of votes; $25.00 to the church society receiving the next highest number of votes; $15.00 to the church society receiving the next highest number of votes; $10.00 to the church society receiving the next highest number of votes. You can vote once for every half dollar purchase made of us during our fourteenth Thanksgiving sale. The voting merely decides how this money shall be distributed, and we think it better to give the societies the benefit rather than spend the money in other advertising channels. The votes will be deposited in a regular ballot box, sealed until November 25th, when a committee from the societies will open it, count the votes, and name the successful societies. It has been suggested to us that the ladies concentrate their efforts on one society in each church."

Word-Building Contest

A leading wholesale shoe firm of this country is making use of a guessing contest to advertise its products. It advertises that a pair of shoes will be given free to one person out of every one hundred who sends in the largest list of words that can be made from the letters contained in the firm's trademark. No letter can be used twice, unless it occurs twice in the trademark. This form of advertising is becoming ancient, but that it is still effective is demonstrated by the hundreds of lists of names submitted daily to the shoe firm. Each prize winner is sent a coupon which entitles him to a pair of shoes at any one of the stores which handle the output of this firm. Of course, the manufacturers reimburse the shoe dealer who gives a pair of shoes for one of their coupons. The contest is well advertised in the newspapers, and it creates a demand for that make of shoe, thus helping the dealer as well as the manufacturer.

A Topsy Contest

Scott & Company, Carbondale, Pa., had a contest which might be adopted by any merchant. They called it a Topsy contest, and with every purchase of 50 cents a Topsy ticket was given, which was to be filled out with the name and address and a guess at the number of pairs of Topsy hosiery which the firm would sell from July 1st to December 25th. The prize was a horse, rubber tire buggy and harness, the whole valued at $200, and a picture of this rig was printed on the back of each ticket. Well-known gentlemen were selected as judges of the contest, and it was decided that if two or more persons made the estimate that should win the rig, it would be decided between them by mutual agreement. In order to give the guessers something to base their estimates upon, the firm added that during the corresponding period for the previous year they had sold 4254 pairs of Topsy hosiery.

A Guessing Contest

De Young & Co., King street, Toronto, placed a gunpowder keg of coppers in their window with the announcement that every man who entered and left his name could guess at the number of coins. The first one to guess the correct number got the money. The barrel was silvered over, and a couple of holes in the side near the bottom, out of which the coppers flowed, showed that the barrel was an ordinary one without false bottom or other fake. The barrel remained in the window for a week, and the firm claim it was a great success.

The object of using such a scheme is to secure a good mailing list that can be used for circularizing. Schemes of this nature also help to make people acquainted with the store who otherwise would pass it by every day without notice.

Prizes to Lucky Purchasers

Summerfield's, Yazoo, Miss., recently gave away a $65.00 sewing machine, a $35.00 rug and a $65.00 steel range. With every dollar's purchase a numbered ticket was given which entitled the holder to participate in the drawing. On a specified day duplicate numbers were shaken up in a box, and the first number drew the sewing machine, the second the range and the third the rug. They advertised that if the person holding the lucky number was not present the ticket would be held thirty days, after which time a new drawing would take place.

Puzzle Advertisements

Stewart Brothers, Pittsburg, Pa., publish a puzzle in connection with their advertisement, and the first person sending a correct answer is given a useful prize, which differs each week.

This scheme not only popularizes the firm but it draws attention to the firm's announcements. Advertisements containing puzzles are eagerly looked forward to, and while many look for the advertisement for the purpose of trying to solve the puzzle the larger portion of them will read the advertisements also and talk about them, too.

Dolls' Shirts Free

There may be a hint in this. The Z. M. C. I., Ogden, Utah, on a certain day announced that they would give away 300 dolls' shirts, made by the manufacturers of a certain brand of underwear. Every little girl in Ogden was asked to come with her mother, or some other grown-up person, bring her doll and get a shirt. The shoe dealer might distribute dolls' shoes in the same way.

A Shetland Pony for Boys and Girls

W. E. Davis & Company, Alliance, Ohio, offered a Shetland pony as a prize. A ticket was given with every sale, and holders of tickets were allowed to guess at the weight of the pony, which was weighed on a certain day; and the nearest guesser of the weight on that day took the pony, which, however, was to be given only to a boy or girl less than 18 years of age. All guessers over that age had to make their guesses in favor of some one within the age limit.

To Secure Testimonials

Edward Fennell, Havelock, Ontario, offered as a prize for the pair of shoes which had given the best and longest service a pair of $5 shoes. It enabled him to get some good stories of the shoes which he sold, and these specimens, left in the window with a full account of the good service they had given, made a most excellent advertisement for the store, and was well worth the cost of the prize paid.

This little scheme brought forth many testimonials as to the wearing qualities of the shoes sold by this firm. Clothiers, hatters and others could use this idea as well as the shoeman.

A Piano Dealer's Scheme

Here is a good scheme of a piano dealer. He advertises that he wants everybody in the city or country to find the number on their old piano or organ, and send it in with name and address. On a certain date the number of a new piano will be uncovered, and the person holding the old instrument whose number comes nearest to the number of this new piano takes the new one in exchange for the old one. There is no money payment required. The idea is to advertise the new make of piano, and at the same time to get the name and address of possessors of undesirable instruments, with a view to making a trade with them later.

Pumpkins and Pumpkin Pies

A. Appel & Company, Rockford, Ill., held a pumpkin seed contest. They offered cash prizes for the six largest pumpkins, and one prize for the ugliest pumpkin. A very large number of pumpkins were sent in, weighing from 50 to 116 pounds each. Every exhibitor was given free a ticket entitling him to a dinner. After the pumpkins had been weighed and prizes awarded, a guessing contest was started, the prizes being shoes at $3.50, $2.50 and $2 a pair, to the ones who guessed the nearest to the correct number of seeds in the biggest pumpkin. Two weeks later a pumpkin pie contest was held, offering prizes to servants or cook maids of the city, prizes being given for the best pies. Each pie received at the store was purchased by the concern at 10 cents. There were thirteen cash prizes awarded in this contest, and the next day there was a free distribution of pies to the newsboys of the city. The scheme was a most successful one, and resulted in a large amount of good advertising for the firm.

Free Photographs

Here is another good idea: The Brooks Clothing Company, Simcoe, Ont., announce that they will give a cabinet photo of himself to every boy who buys a suit of clothes from them, the photo to be taken showing the boy with his new clothes on.

Arrangements were made with a photographer who agreed to take these photos at a merely nominal figure. The scheme advertised the photographer's studio as well as the clothier and at the same time brought him in handsome returns, for nearly every one wanted more than the one photograph and usually ordered a dozen at the regular rates.

Mutilated Coins

A Missouri grocer took three new silver coins—a dime, a quarter and a half-dollar—and stamped his initials on each one. He then put these in circulation through separate channels. After a week he took liberal space in the daily papers and advertised to give ten dollars in gold for the return of each one of the coins. The consequence was that he had everybody for miles around examining their money. He claimed that every time a man, woman or child in his territory came into possession of coins of this denomination they at once looked for the initials, and while doing so unconsciously thought of his store. The rather strange part of it is that, although this offer has been made for nearly a year, not one of the coins has been returned.

Encouraging Sports

A. L. Johnson & Co., Leeds, N. D., during the fair recently held at that place, offered a pair of $5.00 shoes to the baseball player making the first score in a game played on the local grounds.

A Good Scheme

A firm recently celebrated their thirtieth anniversary in a royal manner. In their newspaper advertisements they announced that they would give away in presents to their patrons during the next thirty days, "a safe full of money," in sums ranging from $1 to $50. Money galore—crisp new bills fresh from the treasury—was alluringly displayed on small stands in their windows, together with long envelopes printed as follows:

"Our Birthday Gift

"This envelope contains money. We tender you this gift cheerfully, to show our appreciation of your patronage and support in helping us to grow from a small store to the largest exclusive clothing establishment in the State."

Every purchaser of a suit or an overcoat at this store during the time specified was given one of these envelopes, sealed and picked at random from the heap. He expe-

rienced the thrill of the gamester as to whether the prize he drew would prove to be an I or an L, as the size of the prize was in no way dependent on the price of the garment. Each $500 given away was divided as follows: One $50 bill, three $20 bills, four $10 bills, ten $5 bills, fifty $2 bills, two hundred $1 bills. It was announced that $15,000 in all would be distributed in this manner. Talk as you like, there is nothing that has the pulling power of money. It transcends everything else as a window attraction, and there is small doubt but what this scheme brought grist to the mill.

Package Slips

Nebe Brothers, Atlantic, Iowa, place in every package which leaves their store a slip about 3 by 7 inches, which gives the customers an exact idea of what they will and what they will not do, and which they find of material benefit to them. One side of the card reads:

> THANK YOU
>
> We take great pleasure in thanking you for your patronage. We believe the goods which you have bought of us will give entire satisfaction, and that you will come again when in need of anything in our line. However, if for any reason you are not perfectly satisfied with your purchase, we ask, as a favor, that you report to us at once, so that we may adjust the matter to your entire satisfaction. We want you to make this store your store. We want you to feel that when we show you a shoe or recommend an article you can rely upon it. That makes customers that bring other customers. Again we thank you for your trade.
>
> Yours very sincerely,
>
> NEBE BROS.

The other side of the card has upon it the following "by-laws," which will be read with interest:

> 1. Our time, labor and experience, will be devoted to catering to your requirements.
>
> 2. No effort will be made to force a sale. See that you are perfectly suited.
>
> 3. Complaints will be heard with patience. Our best judgment will prevail towards rectifying errors.
>
> 4. Our advice will be given with no selfish interest. To enlarge our business, sincerity will not be spared.
>
> 5. Our warrant will be given as a sacred obligation.

A Pair of Shoes Given Away Every Monday

E. Kepler, Peoria, Ill., gives away a pair of shoes every Monday morning. Everybody, whether a customer or not, is invited to call at the store and receive a number; and the holder of the right number gets the shoes when the drawing is made.

A Voting Contest

W. B. McClellan, Holliston, Mass., is running a bicycle voting contest. Every ten-cent cash purchase entitles the customer to one vote as to what girl over twelve years old shall receive this $20 bicycle. He publishes every week a list showing the number of votes standing to the credit of each contestant, and he finds it a good advertisement.

A Dispossess Sale

Stout's Factory Shoe Store, Indianapolis, is running a "dispossess sale" which they advertise by a formidable looking fac-simile of a legal document, a writ of dispossess against Jane Oxford, George Oxford, Sam Lace and Mary Lace to vacate premises forthwith for non-payment of rent. The scheme is ingenious and original, and is working well.

Crisp One Dollar Bills to Customers

The Davis-Alderson Company, Bristol, Tenn., give to each customer for each fifty cents paid on account, or for a cash purchase, one numbered ticket, keeping the coupon, which bears the same number in duplicate. On a certain day, a disinterested party will draw out one of the retained coupons, and the holder of the ticket having the corresponding number will get ten crisp one dollar bills.

Souvenirs at Special Hours

A department store in Los Angeles gave away souvenirs between eight and nine-thirty each day in the last week of February. The souvenirs were given each day, and special sales were held at the same hour.

This is a good idea for drawing crowds in the morning, thus relieving the congestion of customers in the afternoon.

How to Wash a Shirt

Attached to every shirt sold by one firm are instructions for washing the garment. The instructions run as follows: "To prevent this shirt from shrinking and to keep the colors bright, wash in warm water, don't boil, hang from shoulders and dry rapidly. Rinse the soap out thoroughly." Information of so useful a nature ought to be appreciated by buyers, and we trust is duly respected by the washerwoman.

The dry goods merchants could easily use a little booklet telling how each class of goods should be washed. Such information would be treasured and the advertisement lasting.

Every Twentieth Purchase Free

Eben S. Baird & Company, Columbus, Ohio, advertised to give away every twentieth purchase. This looks more than it really is. Take your day's sales and figure out just what it would have been. The twentieth sale might have been five cents or it might have been $50. But more likely it would have been an amount that would about equal that of the average sale you made.

Ten Dollars for a Name

Gabell & Company, Altoona, Pa., offer a $10 prize for the best name for their special $3.50 shoes for men. The contest is open to all, whether patrons of the store or not.

This is an old but ever interesting scheme that usually brings forth many responses.

Guessing Postal Receipts

The Miami Shoe Company, Hamilton, Ohio, sent out in an envelope a circular and estimate blank. This estimate blank was good for one estimate of the total postal receipts at the Hamilton postoffice for the month of June, the contest to close May 31st: and to the person making the nearest correct estimate the shoe company gave a high-grade, upright, mahogany finished piano. One of these estimate blanks was given with every fifteen-cent purchase at their store, and two blanks were given when the purchase was of Uncle Sam shoes. Extra estimate blanks were sold at the store at the rate of five for twenty-five cents. The company advertised: "You can buy as many of these certificates as you like, and anybody can use them; but only our customers get them free."

This is one way of getting back some of the cost of the prize. This scheme savors more of a lottery than most of them do.

Feeds His Clerks

The value of good salesmen in contributing to the success of any business cannot be overestimated, and the plan adopted by one firm to increase the efficiency of their clerks is intended to strike right at the root of the matter. Once every year a supper is provided by the firm at one of the leading hotels, to which all their salesmen are invited. After dinner, speeches and toasts are in order, and then the balance of the evening is devoted to a talk by some business building expert on the principles and art of salesmanship. At its close, the clerks are invited to freely ask questions, and offer suggestions or criticisms. Good salesmen, doubtless, like poets, to a certain extent are born, not made; yet the best as well as the poorest cannot fail to profit by the suggestions offered. The management of the company is so impressed with the importance of training its clerks along the lines suggested by one business expert that they have arranged for fifty of their employees to make a special study of the principles of scientific salesmanship under his guidance.

Cigar Pockets as Premiums

A Boston druggist is giving away cigar pockets on the coupon plan. These pockets are made of genuine seal leather, calf lined. Coupons are given with every twenty-five cent purchase, and twenty-five coupons, if presented before a certain date, entitle the holder to one of these pockets.

An Auction Sale Idea

This novel idea was made use of by a firm to get customers interested in their custom department. They displayed in one window a line of fall suitings, about half-a-dozen desirable patterns being shown, with the price per suit, the patterns being marked "Style A," "Style B," etc. They then announced an auction sale on these goods in this fashion. Any one who wished might put in a bid, for any amount he desired, for a suit from any one of the patterns shown. These bids were to be deposited in a box in the store, which was to be opened on a certain date, when the highest bidder on each pattern shown would be given a suit, made to his measure from the pattern designated, for the price stated in his bid. But one bid was allowed to one person, but a cordial invitation was extended to all to step inside and examine the different goods before putting in a bid, and to find out the full particulars of the scheme. The thing was well advertised, and one of the best clerks in the establishment was detailed to explain matters and show the goods. The full pulling power of the scheme as an advertisement lay in this. It drew new people into the store to look at the goods, when the clerk in attendance always adroitly managed, before the caller departed, to so cleverly demonstrate the superior fit, workmanship and quality of his firm's clothing that the casual visitor, in many cases, became a customer.

An Animated Window

"Uncle Sam" and a blackboard were the center of attraction in a clothing store window some time ago. "Uncle Sam" was a clever chap made up to resemble the cartoons familiar to all; red and white striped trousers, vest adorned with stars, blue swallow-tail coat and plug hat of grotesque pattern. The crowd attracted was much interested in what he wrote on the blackboard, which consisted of pointers about the firm's goods, interspersed with amusing personalities and skits on local events or happenings of general interest. He was a clever crayon artist, too, and occasionally varied the performance by lightning sketches of well-known characters. In all he managed to hold a good-sized crowd, for an hour or two, and as fast as one lot moved on another took its place.

A Doll Show

A Joilet dealer has been holding a doll show. A watch was given for the most popular handsome doll, and a pair of fine shoes for the most popular comic doll. The prizes were voted for on ballots published in the dealer's advertisement. Another prize was for the neatest and most completely dressed doll. A pretty souvenir was given to every girl who had a doll in the show.

Puzzle Advertisements Again

Stuart Brothers, furniture dealers, Columbus, Ohio, printed an advertisement in which the name of the firm appeared in a very large number of styles of type, and in a mixed-up condition which closely resembled what printers call "pi." They offered a prize to the person who should first present at the store this advertisement, cut from the paper, with the correct number of times in which the name was printed in the advertisement. More than 1,300 contestants took part. Another puzzle for which they offered a prize received a total of nearly 1,500 answers, each brought to the store personally by a contestant. This is certainly an effective way of bringing people to the store, and the firm found that it stimulated buying.

One Purchase in Every Hundred Free

A Newark clothing dealer numbers all his cash sale receipts, and, as fast as he gets one hundred of them, he draws a number and refunds the amount of that cash sale. For instance, as soon as sale No. 600 is recorded, a number is drawn. Suppose it to be No. 527; he will then refund to the holder of cash receipt No. 527 the total amount of that receipt, taking his name and address, which is printed, with full particulars, in his advertisement in the daily newspaper, and is afterward added to the list which appears in a prominent place—somewhere in his store and at other times in his store window—explaining the system. He claims that it has more than paid for itself, for the advertisement seldom costs one and one-half per cent., and frequently only one-half of one per cent., and he considers it an excellent advertisement for the cost.

Guess at What Time the Watch Will Stop

The following plan was adopted by a newspaper to make people talk about the publication. Two watches for boys and girls were put in the window, and by means of attractively worded window cards and newspaper space it was announced that the watches would be presented to the boy and the girl registering the best guess as to the time the watches would stop running. It was announced the day the watch would be wound, but no hour was mentioned. The contest was purely a guess, and no condition of any kind was attached to the offer. Great interest was aroused by the scheme, and the boys and girls in the entire town were full of enthusiasm, and their parents worked up to almost the same pitch of excitement until the contest was finally closed and the watches handed to the best guessers.

An Autumn Display

A very striking autumn window was arranged as follows: All the price tickets were exact imitation, in shape and color, of autumn leaves, and were stuck in the buttonhole of the coat. A huge autumn leaf was suspended in the middle of the window, lettered in gold, "Autumn Styles." A border of autumn leaves was pasted just inside the glass, and in the background a great number were suspended from boughs by fine threads, and kept in motion by concealed electric fans, so that they resembled a shower of falling leaves, the floor being strewn thickly with leaves to heighten the illusion. The reflection in the big mirrors in the back gave a fine effect after night.

To Sell School Suits

Just about the time of the fall opening of the schools one firm had a large window showing of boys' school suits. Suspended high above were two lines of wooden blocks, forming letters each about a foot square, arranged to spell "Blank's School Suits." Down each side and across the bottom of the window pictures from familiar nursery tales were pasted just inside the glass—"Jack the Giant Killer," "Mother Goose," etc. A pile of ancient school-books, evidently the property of the "oldest inhabitant," occupied the center, bearing a placard "Knowledge Is Power." Some quill pens, an ancient ink-horn, and a couple of formidable-looking birch rods, gentle reminders of the discipline considered wholesome for our forefathers, rested in front of the pile.

Amateur Cartoons

Mr. McKee, who runs a cash store at Phœnix, Ariz., is giving prizes for the best cartoons illustrating the advantages of trading at his store. These cartoons are being published in the local newspapers.

A credit store could also use this idea to advantage, the cartoons to be in favor of the credit plan.

A Snow Man

In a Canadian town, a live merchant took advantage of a heavy fall of snow to advertise his winter overcoats. He hired a number of small boys to construct a mammoth snow man in front of his establishment. A careful sponging over with water glazed the surface and the image soon became hardened and lasted for a long time. A fur cap was perched on the head, while the outstretched hand held a big placard, reading, "If you want to keep from freezing better invest in one of Blank & Co's splendid winter ulsters or overcoats." The image was eloquent with the awful meaning of the fate likely to befall those who failed to safeguard themselves as suggested.

An Appropriate Sign

One large store has added a unique sign this fall. Big wooden letters, formed apparently of scantling and stained a dark color to give them a rustic appearance, extend clear across the front of the store, just above the first story, forming the word "Overcoats." Each letter is about three feet in length. Dashes of white cement on the tops and angles of the letters give the illusion of a recent snowstorm, and the whole thing is striking and appropriate.

For a Thanksgiving Window

Any merchant could utilize a large wish-bone in his window at Thanksgiving time. It could be made of wood and covered with a buff-colored mercerized material, puffed. A card might be used bearing the following:

"What do you wish?
We wish you would come in and see our lines of——."

A Measuring Bee

This novel offer was made by a firm during the dull season, in an effort to enliven their trade. They advertised to hold a "Measuring Bee" on a certain date. Men of eighteen years of age and over were invited to call at their store at any hour of the day or evening and be measured for height and girth. The tallest man and the shortest man, the stoutest and the slimmest, would each be given a pair of $5 trousers free, while all who struck the happy medium in height and girth between these extremes would be given a discount card, good for thirty days from date, entitling them to a reduction of 25 per cent. on any purchase of clothing at their store. For instance, if the shortest man measured 4 feet 10 inches, and the tallest 6 feet 2, the slimmest 24 inches and the stoutest 44 inches, the medium size would be 5 feet 6 inches in height and 34 inches girth. Two clerks were detailed to do the measuring, and the name, address and size of each contestant were recorded on a card and dropped in a box. The cards were carefully gone over, and the results announced the following Monday. The date selected fell on a Saturday, as such a proposition is more likely to interest the average man on pay day. A special effort was made to interest those who touched neither extreme in size, and a big placard in the window announced: "Step in and let us take your measure. If you are of the average size it may mean $5 or $10 in your pocket. If you reach either extreme in height or girth, you may become the possessor of a pair of our $5 trousers free, of which we are showing such splendid values. Not necessary to purchase anything, just come in and let us size you up." A great number of circulars fully explaining the scheme, and incidentally containing good advertisements of their clothing, were widely distributed, and the novelty of the idea seemed to strike the fancy of the usual big Saturday night crowd, for numbers stepped in to watch the fun, and, as a matter of course, looked over the goods displayed before leaving, and usually found something in the way of shirts, collars, ties, etc., that they needed.

A Novel Idea

It should not be forgotten that the women of the family have oftentimes a word to say in regard to the purchase of their male relatives' wearing apparel, and sometimes some scheme that includes or appeals especially to them is likely to prove a shrewd move. The following has features that will appeal to the feminine contingent, while its novelty gives it value. Advertise that every woman who makes a purchase at your store during a certain month will be given a card on which to record the date, the hour and the minute when the sale was made, also her name and address. Every woman who accompanies a male friend when the latter makes a purchase will receive a ticket to be filled out in the same way. These tickets, as soon as filled out, are dropped in a box in the store. At the end of the month a responsible party is named to draw one number from each of three different sets of numbers, the first representing the day of the month, the second the hour and the third the minute. For instance, if the month selected were October, the first set would include the numbers from 1 to 31, with Sundays omitted; the second set, from 1 to 12, neither A. M. nor P. M. being designated; the third set—the minutes—would run from 1 to 60. If the numbers drawn in their order were 15, 9, 27, the winning time would be announced as 27 minutes past 9 o'clock, October 15th. The three persons the time on whose cards is found to approximate nearest to this time should be announced as winners of the prizes offered. Monthly drawings could be conducted in this way as long as the scheme is found to pay. This scheme is also likely to prove equally attractive for male customers.

Guess for a House and Lot

A Pittsburg dealer advertised that he would give away a house and lot valued at $1,450 to the best guesser of the total vote in the last Presidential election. Every purchaser of merchandise at his store had the privilege of guessing. The prize was of considerable value and could only be used by a large dealer in a large city.

A Clever Gift Scheme

The Baltimore Shoe Store, Limited, New Orleans, La., used a scheme which is explained fully in the following circular which they sent out in large numbers:

To Our Friends and Patrons:—

As an advertisement and as an effort to bring the Baltimore Shoe Store again before your notice, we are going to offer our friends and patrons a chance to start the New Year "Decked Out and Out" absolutely free of any cost.

Here is our proposition in a nutshell.

Every person making a purchase in our store of $1.50 or over, between this date and Dec. 30th, 1906, will be given a sales slip of which we will keep a copy. On this slip and copy your name and address will be written.

Monday, Jan. 1st, 1907, at 10.30 A. M. Sharp, the copies will be placed in a box, shaken up and one taken out by chance. The person whose name and address is on it will be given an order for a Twenty Dollar Suit, a $3.50 Stetson Hat, and the money paid for the shoes will be refunded. The order will be given on any clothier in the city. It will be mailed.

The only condition attached is: The lucky person will be required to give us a receipt before our notary, attesting receipt of the order, Suit, Hat and refunded money. Also attesting to the "Squareness of the transaction." This is in protection to ourselves.

You are also invited to witness everything yourself Jan. 1st, 1907.

Thanking you for the year's past favors, wishing you a Merry Christmas, and wishing that you will be the lucky person.

We beg to remain,

Respectfully Yours,

Baltimore Shoe Store, Limited.

P. S. We keep open evenings 8 p. m.; Saturdays 11 p. m.

Theater Tickets Free

"Our tenth birthday. Two theater tickets to every tenth customer at our store today. No matter whether your purchase is large or small, if you happen to be tenth purchaser you will be given two tickets free for the Saturday evening performance at the Empire Theater. If you happen to be the hundredth customer, you will be given one of our splendid $20 suits free. Come in and try your luck." This was the way in which one merchant celebrated his tenth anniversary.

For a Hatter's Window

A Hallowe'en hat window showed a skull, a big, fresh-looking cabbage, and a pumpkin hollowed out and cut in the regulation manner, with a light inside. These were placarded respectively, in the order mentioned: "This head once wore a hat;" "This head never wore a hat;" "This head does not look well in a hat. You wear a hat and want one that you will look well in. You will find just what you want in the splendid line of hats we carry."

A Cure for Colds

In one city a man was posted on each of several busy thoroughfares one cold Saturday evening late last autumn, with a satchel filled with little wooden boxes, like those used as receptacles for pills, labeled, "The greatest thing on earth for the prevention of coughs and colds." These boxes were distributed gratuitously to every male passer-by. On opening, instead of the tablets the recipient naturally expected to find, a small circular was disclosed, extolling the merits of the winter ulsters and overcoats sold by a local clothing firm.

A Guide Map

On the back of their stationery, and in their fall announcements, one firm has printed a map of that section of the city in which their store is located, showing the streets and location of neighboring hotels, banks, churches and other large business houses. An illustration of their own store marks its site, and underneath is printed, "Here we are, ready for business." Around the border in red ink are such phrases as the following: "Service Prompt," "Prices Low," "Pleased Customers," "Distinctive Styles," "Is Not This Worth Looking Into?" "Note Our Location and Join the Procession."

This is an excellent idea and should be valuable advertising. It is not everyone who is bold enough to stop a "copper" and ask him the directions to some store.

A Window Card

A scroll-shaped sign in a hat window read:

"To whom it may concern:
This is to certify that I have
Found Blank's $2 Derby Hats
The best value in Boston.
Judge Wise."

A large red seal in the left-hand corner gave the whole an air official.

A Football Folder

In a locality where enthusiasm over football runs high, a firm of clothiers made very effective use of this fact in their advertising. They issued a folder, the outside pages of which contained their advertisements, while the inside was devoted to a burlesque account of a foot-ball match between Blank Brothers—their own firm—and the "Waybacks." The players on Blank Brothers' team were given as "Wearwell," "Fitwell," "Quality" "Up-to-date," "Style," etc.; those of the "Waybacks" as "Shoddy," "Misfit," "Half-cotton," etc. The report of the game showed that the "Waybacks" were badly beaten, while the success of the Blank Brothers was mainly due to "Fitwell," right tackle; "Style," left tackle; and "Quality," center.

This scheme will add customers to a store's list in a village community, but is not calculated to appeal to a cultured audience.

Bachelors' Comfort Bags

At the beginning of the vacation season a clothing firm got out for distribution what they called "Bachelors' Comfort Bags." The bags were tough manila envelopes bearing their name, and containing a few needles, a small packet of thread and some shirt, collar and trousers' buttons. A slip was also enclosed in each, descriptive of their specialties in summer clothing.

Will Your Name Fit?

Frequently the name of a firm is such as to lend itself happily to "catchy" advertising. Thus a merchant named Bell has all his window placards in the shape of bells, artistic in color and design. At Christmas and Easter timely windows were shown with a number of violet and white tissue paper bells suspended overhead, and a group of children, gowned as choir boys, ringing these with violet and white silken cords. Buck Bros. issue a store paper which they have wittily named *Buck's Shot*. A Mr. Hart uses heart-shaped placards headed "Hart to heart talks," and has for free distribution a number of little heart-shaped cards of red celluloid, with a pocket inside containing court plaster, and the inscription, "I heal all wounds save those of love." These little souvenirs are much sought after by young men patrons. As a rather remarkable instance of this kind, a merchant whose Christian name is Otto C. makes use of it as a sort of catch phrase, thus: "You Otto C. Blank's new line of spring suits before buying elsewhere."

Clipped Advertisements

A. C. Smith, Thamesville, Ont., tried the following scheme with success. He says: "For a couple of months previous to a fair, which was held here a short time since, we advertised extensively that for the largest and neatest collection of our 'ads,' no two alike, clipped from local papers and neatly pasted on ordinary manila paper, either in sheet or book form, we would offer a certain prize. In all we gave three prizes, each one being well worth striving for. The effect was most gratifying. By the way, each collection was to be prominently displayed at the fair. Many who were regular customers and many who were not customers entered the contest. At the hall, the display of our 'ads' covered one side of the building, and gave the name Great Publicity, and we found that those who under ordinary conditions would not bother reading an 'ad' had their curiosity aroused and read several advertisements, just to 'apparently' compare them.

"But this was not the only benefit derived. Those who saved the 'ads,' of course, read them. The first thing they would look for after receiving the paper would be our advertisement. We gained a number of new customers through this scheme."

A Five Per Cent. Discount Scheme

Another firm had manila envelopes printed with a small space on one side for the name of purchaser, date and amount of purchase, and a cut of one of their most popular suits. On the other side was printed: "This envelope will entitle you to a discount of five cents on every dollar purchase if presented at our store within the next thirty days." These envelopes were filled with advertising matter and distributed in business offices and workshops throughout the city.

How Many Seeds in the Pumpkin?

George A. Wilson, "The Live Shoeman," La Salle, Ill., held a guessing contest. A pumpkin was displayed in the window, and the contest opened September 26th, and closed October 7th—the day of the agricultural fair. Every one was invited to register a free guess as to the number of seeds in the pumpkin. The three nearest correct guesses won prizes. The seeds were counted in public on the last day of the contest. The first prize was a handsome drop-head sewing machine, the second a pair of Queen Quality shoes, and the third a pair of Wilson Special shoes.

A Good Window Display

A curtained recess in a big window, somewhat resembling the mysterious cabinet at a spiritualistic seance, and a sign in front reading, "The Seven Ages, with Apologies to Billie Shakespeare," drew a crowd of those returning from work about six o'clock the other evening, with the expectation of seeing "something doing." Presently the show began, and the spectators were treated to the following scenes, one after another: (1) The College Man, (2) The Business Man, (3) The Stock Broker, (4) The Millionaire, (5) The Society Man, (6) The Lover, (7) The Groom. There was a wait of but twenty seconds between each act, and as the curtains parted each time an appropriately dressed model was shown—thus the business man held a telephone in his hand, the stock broker the tape from the ticker, the millionaire a huge bag labeled "$, Frenzied Finance," the lover held a bunch of violets, while the groom gazed rapturously at a wedding ring. The originator of this project made the most of all its advertising possibilities, and the placards shown with each scene also contained an announcement of some line of their goods with price, such as young men's suits, business suits, etc. Straw hats were displayed in an attractive manner by means of a lattice work of violet and white ribbons interlaced, in the back and sides of one window, the hats being stuck in the meshes of the ribbons. Another straw hat window had a live owl enclosed in a little straw-thatched house in the center of the window, bearing a sign, "Wise heads wear our hats."

Prize Packages

H. L. Bendel, the leading clothier of Huntington, Ind., gave a unique sale a few years ago, that for genuine crowd-drawing eclipsed all previous efforts of this kind ever attempted by him. As a rule the month of July in the clothing business is the dullest month of the whole year, and to enliven business for a couple of days Mr. Bendel conceived the idea of giving to each person who would purchase goods to the amount of 25c or more on either of these two special sales days a sealed box containing a prize. He had 1,000 boxes made, and put a prize in each box, guaranteeing that each prize would be worth not less than 25c and from that to 50c, $1, $2, and as high as $5 in merchandise useful for men's and boys' wear.

Each box had a label or wrapper pasted over the same, upon which was printed "This prize will not be exchanged." The prizes consisted of articles that were sold in the store, such as neckties, suspenders, hosiery, hose supporters, handkerchiefs, cuff buttons, etc., and for the larger articles a ticket was placed in the box, calling for a hat worth $1, a suit of underwear worth $2, boys' suit worth $3, pair of pants worth $5, etc.

To say that the experiment was a success was putting it mildly, as Mr. Bendel showed the writer the 80 boxes remaining after the sale, and to have 920 customers come in one's store inside of two days, during the dullest month of the year, and make the sales on those two days amount to as large or larger than any two days in the busiest month of the year is enough to make any merchant feel that it is worth the effort when such results can be obtained. The scheme was advertised by means of small hand bills, as such printed matter is not allowed to pass through the mails. Also two large muslin signs were painted and put across both show windows for a couple of days before the sale. The muslin signs contained the following information:

> "Prize Packages Given Away Free, July 14th and July 15th.
>
> "We have placed a prize in each one of one thousand boxes and will give one to each customer who spends 25c or more at our store during these two days. We guarantee that no prize given out is worth less than 25c, and from that to 50c, $1, $2, $3, $4 and $5 in merchandise useful for men's and boys' wear."

Advertising a Book

Herbert S. Stone & Company, publishers, of Chicago, use a very original method of advertising a book named "Brewster's Millions." Recently, for several days, an advertisement appeared in a Los Angeles, Cal., paper, reading: "Watch for the man with the hundred dollar bill." This was finally supplemented by an announcement that on a certain day, between 10 and 12 o'clock, a representative of the Hamburger Department Store in that city would be on a certain street, and would give a genuine one hundred dollar bill to the first man, woman, or child who asked him the question: "Are you the man with the hundred dollar bill?" The only condition was that the person who asked the question must have in plain sight at the time a copy of the book, "Brewster's Millions."

A Living Picture Window

A "living picture" window is one of the latest schemes adopted by a big firm famed as original advertisers. A corner window of their establishment is fitted up as a college students' room, with the customary trophies and pictures on the walls. One student reclines in an easy chair reading a newspaper, while two others sit at a breakfast table daintily set with china and tempting viands. The "living" part of the scene appears only in the evenings. Dressed in the latest style he takes his place opposite the figure at the breakfast table and carries on an animated conversation with his "Dummy" vis-a-vis, while a boy in white livery stands behind him and at intervals holds up different placards which give the salient points of the conversation, the main topic, of course, being the firm's suits for students and young men in general.

Dodge's Latest Dodge

N. D. Dodge's latest dodge in booming the business of the Oklahoma Shoe Co., of Oklahoma City, of which he is manager and proprietor, is worthy of a full description here, that wide-awake merchants elsewhere may adopt it to their advantage. Mr. Dodge has had printed a very large number of cards, consecutively numbered, which read like this:

No. ____ ORIGINAL

10 of these cards, constituting a set, have been issued in the name of

_____

If every one of the ten cards are returned to us by other purchasers of shoes from our store, the above subscriber will be entitled, as a premium, to any pair of shoes he or she may select from our stock FREE OF CHARGE when set has been completely returned.

The OKLAHOMA SHOE CO.

202 W. Main St. N. D. DODGE, Jr. Phone 2535

As is stated upon them, ten such cards, numbered in rotation are issued to any customer who may desire them—such customers who appear pleased and would like to try to get another pair of shoes as a premium for the sale of at least ten pairs through their introduction to us of ten other customers, each of whom presents a card at the time of purchase which in turn has been handed to them by the original purchaser in whose name cards were issued. Mr. Dodge claims for this scheme the following advantages:

First—The securing of an accurate and valuable mailing list.

Second—The free distribution of advertising matter.

Third—The sure acknowledgment of value received in shoe leather by the person giving out the cards; his or her recommendation being the best possible form of advertising.

Fourth—The demand resulting from reason No. 3, for "a pair the same as my friend got."

Fifth—A corps of talking adherents and friends who must deliver the cards in order to win.

Sixth—The cards must all be on file with us showing that purchases have been made on their delivery or premium cannot be obtained.

Seventh—An endless chain feature. When Mrs. Smith returns the card given her by Mrs. Jones, we cite the conditions and Mrs. Smith is only too glad to try as Mrs. Jones, her friend, is doing.

Eighth—The criticism that we cannot afford to give a pair free for every ten sold is not worthy of consideration simply because it doesn't happen. We believe that not more than one in three can possibly win, but that every one who will take a series of cards will get some success (for us) and will deliver all the cards, and from these we will receive at least one return and all the way up to nine returns. Therefore we can afford to give a pair free to those who are successful.

Ninth—Increased business through the efforts of those handing out the cards. Our experience has been, so far, that many are induced to buy ahead of necessity or intentions by the influence.

Tenth—We expect to have the Oklahoma Shoe Co. breathed into the ear of every local inhabitant within eight months.

Mr. Dodge's arguments are certainly very reasonable, and are based on actual experience. It would seem that such a scheme would work out well in advertising the store and the goods at a very moderate expense, which would be fully justified by results.

Dolls Free

W. F. Miller, Fort Valley, Ga., gives the following account of a scheme he used to boom his business:

"First, I bought a gross of large dolls, the very best I could buy at ten cents each; they were good, sightly dolls, and measured about eighteen inches in height. Then we had a half gross of a good, two-blade pocket knife, with a chain to it, that cost us eighty cents a dozen. Then we got our shoe department in order to do business. We advertised that we would give with each cash shoe purchase that amounted to $1.50 or over one of the dolls or knives. We had it advertised well and started the sale on Saturday, the 21st of October, and held it until Monday night, October 30th. I had a very attractive window display of the dolls, knives and shoes, which interested the children greatly. Then to add interest to the sale we got a large bisque doll, which cost us about $4.50, dressed it up in silk dress, shoes, hat, etc., and put it in the window to be given to the customer who bought the most pairs of shoes during the sale. We had all the business we could attend to with shoes.

"Never before had we done as much shoe business in that length of time. We gave away all the knives and dolls. The man who got the large doll bought thirty pairs of shoes. There were several that bought as many as ten pairs, and lots of them that bought from seven pairs down. There was another customer, who was a good one of ours, who bought twenty pairs of shoes, and we thought so much of his business and the interest he took in the sale that we bought another doll after the sale and gave it to him.

"I think the idea a good one, and I know it certainly paid us. We had competition, of course. One of our competitors put on a sale of shoes with a reduction of ten per cent. on everything in the house during our sale, but it did not seem to hurt us any, for as we said before, we had all we could do."

Testimony like this as to the value of a scheme is worth considering. In this case the simple premiums offered proved more beneficial than a ten per cent. reduction on all goods sold.

A Magazine Free for One Year

C. P. Radford, Boonville, Ark., advertised that to every person purchasing $5.00 worth of goods during a special sale which he conducted recently, he would give one year's subscription free to a well-known fashion magazine. In addition to this, one pattern would also be given free.

The Most Popular Girl

Alexander Fraser, Oldtown, Me., recently gave away three life-sized imported dolls to three little girls who had received the highest number of votes from his customers. A vote was allowed with each ten-cent purchase made in his store within a period of two months. The number of contestants was something over fifty, and during the time the contest ran there was considerable interest displayed throughout the community in which he does business. He found the plan increased his sales, and brought many new customers. He also gave away for a period of six months a gold ring free to every baby under one year old which was brought into his store.

Testing Pulling Powers of Newspapers

With a view to testing the powers of a Toronto evening paper as an advertising medium, D. C. Lochead, a Yonge Street tailor, recently adopted the plan of inserting at the bottom of his advertisement the words, "Cut this out and bring it with you and save 5 per cent."

Mind Reading

Pinto Bros., men's furnishers, Broadway, New York, recently originated a little scheme that has given them a great deal of good advertising. It is said that the scheme comes from the fertile brain of Mr. Joseph Pinto, one of the members of the firm.

Mr. Pinto is supposed to have an expert mind-reader in his employ, a young woman, by the way, to whom the will power, or mental capacity of the inquirer is of no consequence. Even distance imposes no handicap. He who holds the clue to the enigma may wager with absolute confidence that the seemingly impossible may be accomplished almost immediately by the Miss at the other end of the wire. Any one with a drop of sporting blood in his veins will show a willingness, if not an eagerness, to test her ability.

The man who is prepared to subject his mental power to the strain is requested to choose a playing card. We will assume that he selected the ace of hearts. He is informed that he must not reveal his identity, but call Pinto Brothers on the phone. When he has the connection he is told to ask for Miss Brown, and inform her that he is thinking of a card. A feminine voice is heard shortly, and Miss Brown is prompt with the reply:

"You are thinking of the ace of hearts, are you not?"

The inquirer will hang up the receiver with an expression of mingled delight and bewilderment on his countenance.

The person who proposes the test is actually an accomplice of the young woman at Pinto's. While his friend is calling central and awaiting the connection, he casts a hurried glance at a card which contains the table here presented. Not having divulged the name of the young woman, he at once gives the one corresponding with the card chosen—Brown for the ace of hearts, and so on.

	Hearts	Diamonds	Spades	Clubs
1	Brown	Collins	Adams	Keenan
2	Burns	Cummings	Anderson	Kellar
3	Baker	Clark	Alcott	King
4	Bates	Cleary	Alexander	Kennedy
5	Browning	Clayton	Allen	Kerr
6	Bright	Clements	Allison	Kessler
7	Briggs	Clifford	Andrews	Keyser
8	Brooks	Crocker	Armstrong	Kingman
9	Bock	Coleman	Arnold	Kilpatrick
10	Becker	Carrigan	Armond	Kirkman
Jack	Bennett	Cook	Ayers	Knox
Queen	Bender	Connor	Atkinson	Knight
King	Bell	Connelly	Ashton	Kline
Joker	Smith			

From the day of its introduction the device has brought a constantly increasing number of inquiries, until the 'phone bell is working the day long. As most calls mean another man learning of the shop, the value of the trick from an advertising standpoint is apparent. The idea has been snapped up by haberdashers in other boroughs of the metropolis and in other cities, with equally good results.

Naturally most people have no suspicions. The few who do and require a second trial may be further perplexed by the news that another young woman in the place is endowed with the same strange gift, and when another card is selected the proper name is given.

An Old Table

Allen, Stephenson & Co., Knoxville, Tenn., had a good deal of fun and got some advertising out of a little hoax they used recently. On the back of an ordinary business card was printed the following:

"All residents of the city, as well as visitors, will doubtless be much interested in the old table which we have on exhibition at our furniture store, 322 and 324 Gay street. We have had the table on exhibition for the past twelve months, and it has been examined by thousands of visitors, as well as residents of the city during that time. There is no doubt of its rare antiquity, which is admitted by all scientists who have examined it, although, naturally, there is considerable doubt as to its origin, and the maker's name will probably never be known. The researches of several scientists have shown that such tables were manufactured as early as 100 A.D. It is known, for example, that one Nichomachus, a Greek, constructed some such a table in the year mentioned. This was said to have been made of rare woods, dovetailed together in a way that gave it something the appearance of a modern checker-board. Another table of which historians have taken note was either made or owned by Victorias, in the year 456 A.D. This particular table is believed to ante-date either of these, and has proved one of the greatest curiosities that has ever been viewed in this city. It is considered too valuable to keep in the main salesrooms, and is placed in one of the rooms on an upper floor, and is always shown visitors by a member of the firm in person. The table is not for sale, but we have arranged to give or send to all inquirers an engraving or reprint showing the table just as it appears to-day."

When any one called at the store to inspect this great curiosity (and many people called daily) they were escorted to an upper room by a member of the firm. With a good deal of ceremony, a cloth was removed and the visitors were permitted to behold the wonder. It proved to be a copy of the Multiplication Table.

Small Doses

A Boston druggist announces that he will open bottles and sell any amount of a patent medicine, from two ounces up. He is a cutter from Cuttersville, as this latest move shows. Not content with cutting prices, he now offers to cut the bottle in two.

Such a scheme is bad. To cut the prices on standard remedies is bad enough, but to open the bottle and sell a portion of it is worse. The idea is too mean and small for any self-respecting druggist to use and is offered here as an object lesson, showing what not to do. It has no merit whatever.

Dollars Worth $1.05

An enterprising merchant is distributing broadcast small round labels, the exact size of a silver dollar, and, besides their advertisement, printed on it is this novel and sometimes interesting information: "Paste this sticker on one side of a dollar, and it will be received at our store for $1.05 in goods."

This is not a bad way to offer a five per cent. discount and should result in bringing new customers to the store making the offer.

A Scramble for Live Pigeons

A sensational scheme sometimes adds business and often brings much notoriety if not real advertising to a store. The Davis & Waters Company, Waterloo, Iowa, made use of a novel scheme which is explained in the following newspaper item:

This progressive firm is not content to do as others do, but continually "do things different." In talking to a representative of the *Reporter* this morning, they gave it out that at 4:00 o'clock Thursday, February 18th, they will let go from the second story of their big store on Commercial Street, twelve live pigeons. Each bird will carry a card securely tied to it, on which will be written the name of some article of merchandise.

The card will be large enough to impede the speed of the bird and it will come to the street below, and the person securing the bird and card will be given absolutely free the article marked thereon. There's no other condition, so we take it for granted that all are invited to be on Commercial Street Thursday afternoon at 4:00 o'clock to see and participate in catching these live pigeons.

These are the Articles which will Be Given Away

7 yards of dress goods, regular $1.00 quality, $7.00.
1 Smyrna rug, $2.50.
2½ yards fine table damask, $1.00 quality, $2.50.
1 W. B. Corset, any size, $1.00 quality, $1.00.
1 suit men's best Balbriggan underwear, $1.00.
1 lady's 26-inch umbrella, $3.25.
2 fringed bleached linen towels, 50c each, $1.00.
1 pair lady's kid gloves, any size, $1.50.
1 pair hose supporters, 50c.
1 heavy Marseilles bed spread, $1.50.
10 yards novelty wash goods, at 19c yd., $1.90.
1 pair Brussels net lace curtains, $5.00.

A Sensational Advertising Scheme

During the progress of the twenty-mile Marathon run, which started at Evanston, Ill., and ended at the Washington Park race track, Chicago, the Imperial Shirt & Hat Company, proprietors of six Chicago stores, perpetrated one of the cleverest advertising schemes of the season. During the latter part of Saturday afternoon expectant crowds lined the Chicago streets over which the Marathon runners were to go. At Washington Park twenty thousand people had assembled to witness the finish of the race. About ten minutes before the first runner in the road race made his appearance at the north end of the city, a man clad in the regulation running costume started at the north end of Lincoln Park. On the front of his athletic shirt was a large letter "I" and on his back was pinned a banner, reading: "Ahead of Them All. Imperial Shirt & Hat Company." He raced down through the cheering crowds in Lincoln Park, across the river and down Michigan Avenue. Out at Twelfth street two of the officials of the Imperial Shirt & Hat Company, who had followed the runner in a carriage, picked him up and drove with him almost to the entrance of Washington Park, where he got out of the rig and, running, followed the course of the race into the grounds. The crowds in the grand stand burst into cheers as they saw what they supposed was the winner of the long run. As he approached down the track they could not see the banner pinned to his back. The leader of the band, noticing the "I" on the runner's breast, took him to be the representative of the Illinois Athletic Club and the band struck up "My Illinois," while the 20,000 people cheered. After the runner passed the grand stand, and the officials of the race were able to see the sign pinned to his back, he was chased from the track, but he had accomplished his purpose. For the rest of the afternoon and until the last tired runner was in, the Imperial Shirt & Hat Company and their clever hoax were the main subjects of conversation in Washington Park.

An Old Scheme Revised

The accompanying advertisement explains itself. It is a new variation of an old scheme that has been used a good deal but still seems popular. The usual way of determining the free day in sales of this kind has been to write numbers from one to thirty

ONE FREE DAY
In The Great 43 Days' Sale.

One day's sales to our customers.
The great 43 days' sale began Saturday, August 20 and will end October 8.

Trade with us. You may get a bill of goods free if your purchase was made on the free day, which will be named at the end of the 43 days. You will then be entitled to that amount of goods over again, of anything in the store.

The free day will be arrived at by taking the total sales of the 43 days and dividing that amount by the number of days, 43, and the day's sales nearest to this amount will be given free to our customers who have purchased goods to the amount of $2 or more. Be sure to keep your sale ticket. We give you the duplicate sale ticket, the original is kept on file at the store. The 43 days' sale ends October 8. Remember you have one chance in 43 of getting a bill of Goods free.

Remember we Make Closing Out Prices on Everything.

L. L. LOSTUTTER *Iroquois, South Dakota.* **Hugo L. Schultz, Manager.**

upon cards and seal them up in envelopes. Then one of the thirty envelopes is selected and locked up in a safe. The remaining ones are burned, so of course no one knows what the number is that has been chosen. Under that system the free day might fall upon Saturday or some other day when the sales would be unusually large. By using the plan explained in this advertisement, the free day must be one on which the sales were about normal.

The idea of restricting the purchase price to be refunded to sales amounting to $2 or more is good because it is an incentive to larger purchases. It also reduces the amount to be refunded materially and at the same time does not detract from the idea one iota.

Free Street Cars

Blass' Department Store in Little Rock, Ark., conducted a big sale during which it chartered a number of street cars and put big banners on them announcing free transportation to and from the sale. The cars ran over their regular routes in the same manner as usual except that no fares were collected.

A Good Idea

Chicago retail merchants adopt very novel schemes at times to attract trade. The latest is in the shape of a circular letter. It was written on The Monticello Hotel stationery, Norfolk, Va., and explains itself:

> Dear Sir:—I am down here with Mr. ——— attending the Garment Exhibit of the National Tailors' Exchange and have seen some very "toppy" garments.
>
> We leave to-morrow for New York where I expect to spend a week or more visiting the best tailors and getting new ideas for the benefit of my customers.
>
> I will be home by the 20th, and would like to have you come in and see what an immense variety of goods Mr. ——— has bought for Spring.
>
> Yours truly,
>
> (with ——— ———)
>
> ——— ———

Doctored Walnuts

Here is the method used by a merchant in advertising his store. He had just opened up and was entirely unknown. He says:

"I hired two girls for three days at $1 a day. I bought six bushels of large English walnuts at a cheap price. The girls halved the nuts, cleaned out the meat, ate it, and then, after inserting a little circular, they pasted the shell together again. I got next to the girls in the candy stores, where nuts were sold, and had them add one of mine to every order they filled. When the people about town cracked their nuts, they read something like this: 'Hard luck to say anything about my business now, but this is the only way I can afford to advertise when I am selling shoes so cheap. This circular is good for 25 cents if you bring it to our store, and purchase something to the amount of one dollar or more.' I did not distribute these to my trade. I made people come to the nuts gradually. I got these circulars for a period of three years. That's how I got my start. I never said a word. Before long the whole town was talking about my store. Then I did a little business. Now I am the largest fellow in the town."

Schemes like this one sometimes bring about surprising results, but it would be folly for any merchant to depend upon them entirely for advertising his business. They should be used more for the purpose of enlivening a dull season or for attracting attention to the store. Newspaper advertising should then be stronger than ever so that the attention given the store through the scheme can be turned into sales—the ultimate result of good advertising.

Embroidery Lessons Free

William Oswald & Co., who conduct the Boston Store at Lawrence, Mass., recently conducted a series of free embroidery lessons in their store, which were well patronized by their women customers. The plan, besides drawing attention to the store in a general manner during the entire time, gave the firm an opportunity to make a special sale of embroidery goods, which was very successful. Such a plan is not very difficult to put into operation in any store. There is hardly a town which does not boast of some good local talent in the art of embroidering, and a competent person can easily be engaged to give instruction for a few weeks. An art embroidery department is a needful branch of the business for any department store, and can easily be the means of attracting women who will patronize other counters.

An Old Scheme in a New Dress

A new variation of the old bean-guessing contest is reported from New York State. A merchant there, who is in the habit of giving away each year some substantial prize, recently introduced it.

He took an ordinary boy's display form about three feet high and had it filled with pins. All over the body from neck to feet at every conceivable angle the pins were inserted until the form wore a veritable coat of armor. The whole was surmounted with a cap, also thickly studded. The form was then placed on a revolving platform in the window, which was kept turning very slowly so that a view could be had of every part, showing exactly how the pins were placed. The form remained in the window for three months, at the end of which time the pins were counted. During the allotted time, each customer who made a twenty-five cent purchase was allowed one guess, and to the one who came nearest to the exact number the prize was awarded.

The storekeeper in question gave an automobile. He is a firm believer, so he announces, in giving away objects of good value. On one occasion he presented a pony and cart, again a piano, and on a third occasion a cottage organ. He found that the automobile contest created a great deal of attention and materially increased his sales. For the average dealer such a prize might prove entirely too expensive, and if he fancied the contest, something more in keeping with the business that he did each year and the class of trade that he handled might be selected.

For the Window Display

A clothing merchant hit on a good plan to insure his show windows receiving more than a passing glance. He instituted what he was pleased to call a "Grand Guessing Game," and makes an exhibit with some hidden meaning and invites all to guess and guess again. Last week he had a bandit dressed up in fiendish attire, flourishing a broad sword and close by was a big piece of sidewalk flagging, with the word "Miss" marked on it, and the merchant's placard asked, "What incident of national importance does this represent?" and a reader of the news of the day would quickly say, "Miss Stone's captivity." This week the show is more simple. A pretty plump doll is dressed in the color of the confederacy, and the sign says, "What popular song does this illustrate," and every one hums "Dolly Gray."

This idea was developed some years ago, but it can be made new by using up-to-date subjects in the exhibits. Everyone likes a puzzle and many will take infinite pains in trying to solve one. This idea is worth trying.

An Optical Illusion

An enterprising merchant used a clever optical illusion to attract attention to his store during the opening days. A large iron safe was shown in the window, the door of which was opened at stated intervals disclosing the head of a pretty girl, who smiled and winked at the wondering glances of the spectators that crowded around the window to witness this remarkable illusion.

Other illusions of a similar nature can easily be constructed and will always draw immense crowds around the store presenting them.

Insurance as Advertising

An English publication tells about a novel plan of advertising which is proving a great success for a firm of tea merchants. To every married woman who sends to them a satisfactory certificate of her husband's health and buys a half pound of their Pension tea weekly, to the time of her husband's death, should it occur after five weeks from the time of her filing the certificate, they will pay a pension of ten shillings ($2.50) weekly as long as she lives or until she marries again. The weekly purchase of a quarter pound of tea insures a pension of five shillings a week. The firm is said to be doing a large business through over 3000 agencies in Great Britain and Ireland with 2000 widows in regular weekly receipt of this tea pension, which amounts to nearly £40,000 a year. That the widows should continue to purchase tea of the firm while receiving their pension does not appear to be made a condition.

With a large and increasing business, there is no doubt of the present ability of these dealers to fulfill their contracts with their customers. How long they can continue to do so as the husbands grow older and the death rate increases is a matter which depends upon the accuracy of their actuarial calculations and their profit on tea. But as the women presumably get the worth of their money in the tea, their loss in the event of the failure of the firm would not be one of money paid solely as a premium.

This matter of furnishing insurance as a premium in business is not given the attention it might in this country. It has frequently been tried by magazines and newspapers, but has been used but little by men of business. There is a company which furnishes an accident policy for $1000 and it only costs $1 a year. Of this the agent gets probably 40 per cent. Possibly he gets half. A business man could use this policy as a premium with a purchase of $5 or over. A bicycle dealer, a seller of buggies, or of farm machinery, clothing, tailoring, in fact almost any business man could use this accident insurance to advantage. This is only accident insurance, but the giving of it would prove a good advertisement, and if any of the holders of the policies were injured it would be a great thing for the merchant.

A Sensational Scheme

The following sensational scheme was employed by a Western firm, who announced a great sale of clothing:

One of the members of the firm appealed to the courts for an injunction restraining his partner from making such ruinous prices. When enough free advertising had been obtained, the suit was withdrawn and the "ruinous price" sale continued. It was a good thing for that sale, but it is doubtful whether such schemes are advisable if a permanent benefit is desired.

A Holiday Suggestion

Small sprigs of holly, with a few bright berries are not expensive and it would seem that some stores of certain kinds—candy stores, book stores, fancy goods stores, etc.—might profitably adopt the idea of tucking such a sprig under the wrapping-cord of each package during holiday week.

A Good Voting Scheme

A country dealer in a little town, held membership in the Odd Fellows, and managed to get around to the meetings every week. There was only one lodge hall in town, and it was occupied by the Odd Fellows on Tuesdays, the Good Templars on Wednesdays, and the A. O. U. W. on Fridays. The ballot box and gavels which did duty for one organization performed a similar service for the other two, and continuous use hadn't improved their appearance.

The dealer, who had commenced to wake up things, hit upon this scheme. He would buy about the handsomest ballot box and set of gavels to be found, and he would let his customers decide by vote to which organization (for their exclusive use) they would go. He sent to a regalia company making a specialty of paraphernalia of this sort, and ordered two silver mounted gavels, with a suitable plate on which to inscribe the name of the best vote getter. Then he secured a list of members of each lodge from the secretary, and a mailing card similar to the following was sent to each:

VOTE EARLY. VOTE OFTEN

At considerable expense I have secured a beautiful set of silver mounted gavels, and a ballot box. On —— 190 these will become the property of

.....Lodge.....I. O. O. F.
or.....Lodge.....A. O. U. W.
or.....Lodge.....I. O. G. T.

which one depends upon the voters. One vote goes with every 25c. purchase at our shoe store.

The day these cards were sent out the gavels and ballot box went into the display window, together with a large show card reading similar to the mailing card. At the same time a "specimen ballot" was shown in the window. The ballots were like this:

(FIRM NAME.)

Please credit — votes in Ballot Box and General Contest
to.....Lodge .....
Name.....
Address .....
Date .....

Near the door was a padlocked box with a slit cut in the top for placing the votes. There was a large sign on this reading "POLLS OPEN," WILL CLOSE——190–.

A Novel Contest

This idea could be used by a business man as well as it is being used by the originator. An Ohio land company devised a new scheme for selling town lots. Each purchaser was given a carrier pigeon with registered number. The buyer got a coupon which corresponded with the number on the pigeon's neck. The birds were all taken care of by the land company in a big pigeon house. When one hundred lots were disposed of, the one hundred birds were taken to a neighboring town and all liberated at once. The first one to arrive at the home cote won for its owner a free house and lot valued at $3,000. The company expects to have ten flights of birds, each flight to take place as soon as the one hundred lots are sold. A committee of lot holders sees that the contest is fair in every way.

A Business Story

A young business man recently married received what seemed to be a returned manuscript of a story. It was a well told tale, entitled "The Story of a Young Housekeeper." The neat type-written pages were easily read and the young man's wife was much interested in reading it. Toward the end it told about the advantage of buying household goods from the firm that sent it out.

Plank Walk Advertising

If the sidewalks in your town are built of boards or planks this plan can be used to good advantage:

Secure permission from the town authorities to put down new sidewalk planks in the place of worn out ones wherever you see fit. This permission will be freely granted. Find out the number of planks you wish to use, cut them the right length and paint them a bright red, after which they may be lettered in black with the advertisement for your special sale. When everything is prepared let your men put the planks in place some evening after the streets are deserted. When the townspeople wake up in the morning they will find all the sidewalks in town telling of your great bargain sale.

This plan is sure to give your store publicity. In addition to this a prize can be offered to the first customer bringing in the correct total of the new boards put down.

This scheme is given for what it is worth. There are a great many objections that might be scored against it. The expense would altogether likely be considerably out of proportion to its benefits.

The idea of advertising on the sidewalks is not a new one, for there have been many merchants who have utilized this means of publicity in one way or another.

Bargain Postal Cards

Jos. Higgins, Lerado, Ohio, is sending out a postal card on which he prints a number of bargains and which he mails to a list of names each month. The first of this series is dated July 1st, and contains a lot of special summer values. It is an excellent idea, and though the ordinary government postal card rather limits the possibility, Mr. Higgins certainly has a chance to grow in his advertising and no doubt will soon be using larger mailing cards.

Another Guessing Contest

A. E. Pitts Shoe Co., Columbus, Ohio, held a most successful guessing contest last Christmas season. A side of sole leather was purchased, and from it was cut an immense sole, as large as the leather would allow. Into this was hammered brass-headed tacks so arranged as to show the name of the concern. Then the remainder of the sole was liberally spattered over with lasting tacks, driven haphazard. This sole was displayed in the show window with a card announcing that prizes of $25, $15 and $10 would be awarded to the three persons who made the nearest correct guesses to the exact number of tacks in the sole.

Coupons Exchanged for Car Fare

Baker Bros., of Brockton, have an inexpensive method of reaching the near-by out-of-town trade. They work one town at a time, and the four-page circulars, 12 x 8½, which they use are thoroughly distributed by carriers. These circulars contain illustrations of leading and attractive summer styles in men's, women's and children's shoes, together with well-worded descriptions. On the fourth, or last, page of the circular is printed a coupon similar to the following:

PRESENT THIS COUPON

When making payment for any purchase amounting to 50 cents or over, and receive 5 cents toward your car fare.

GOOD UNTIL JULY 15, 1903.

BAKER BROS., 99 MAIN ST., BROCKTON.

Lee Baker, of this firm, says: "We usually commence to cash these coupons just about as soon as we put out the circulars, which is the most substantial evidence that the scheme is a winner."

Attract the Dancers

A shoe dealer presented the dancing master of his town with a handsome pair of dancing pumps for the privilege of placing in the Academy a small show case containing specimens of footwear suitable for such pastime. The styles were changed frequently and the case paid expenses many times over.

A Good Circular

Auburn, Ind., Aug. 17, 1903.

Dear Sir:—While you are in attendance at the Teachers' Institute in this city, August 24 to 28, we want you to call at our store and let us show you the new fall styles in footwear.

This store has a reputation for style and quality second to none in northern Indiana, and our fall styles now arriving are the prettiest ever shown.

You need not feel under obligation to purchase, but we think that you should see what is newest and best in footwear and we should be more than pleased to show you.

Should you desire to purchase, bring this letter and hand it to the salesman who waits on you, and we will, as a special inducement, allow you a discount of ten per cent. on your purchase.

Trusting you will avail yourselves of this offer and our special invitation, we beg to be, Your shoemen,

Bishop & Beidler.

A Missing Letter Contest

The following advertisement, or one similar to it appearing in the newspapers would attract considerable attention from the mystery that would surround it. Most every one would try to solve it, and as it should be made easily solvable, would usually be able to do so.

—O—N S—I—H S———S T——
P—R—S— G——C——I—— O—
—A——H

A fine present to the first person who fills out these spaces.

A New York Merchant.

When the advertisement is filled out properly it will read, "John Smith sells the purest groceries on earth."

In case the advertisement proves too hard to solve more letters can be added until it is made easier. The proof of the difficulty in solving it will be proved easily by the number of the coupons presented for redemption at the store.

Testing Newspaper Advertising

This is "Brother Hagan's" idea of testing the "pulling qualities" of the Boston papers in which he advertises:

A TEST CASE

I want to know which of the Boston papers show the best results as advertising mediums.

I also want to close out every pair of "Oblast" Oxfords I have on hand.

To accomplish both purposes I make you this offer.

Present this "ad." at time of purchase.

IT IS WORTH $2.00 ON EVERY SALE OF OUR $5.00 GRADE "OBLAST" OXFORDS, AND $1.00 ON EVERY SALE OF OUR $3.50 GRADE "OBLAST" OXFORDS.

This makes the $5.00 grade cost you $3.00 and the $3.50 grade cost you $2.50.

GOOD ONLY FOR FOUR DAYS, AUG. 19 to AUG. 23.

Brother Hagan

The "Oblast" Shoeman

Hagan's Corner—Wash. & Boylston Sts.

BOSTON

Souvenir Postal Cards

Brill Bros., New York City, sent to each name on their mailing list, a pictorial postal card, dated at Paris, containing the following statement: "Greetings from a member of Brill Brothers, who is now abroad in search of new styles and ideas for men's wear."

Christmas Prize Contest

If you are a "gent's furnisher" or clothier, offer a nice prize, either cash or merchandise, to the man who sends you the most complete, most sensible, and most tasteful list of presents suitable for men. Then publish the winning list and perhaps the next best in your advertisements. Stores handling feminine finery could also make good use of this plan, giving the prize for the best list of presents for women. Toy stores, too, can arouse interest among the young folks by a similar contest.

An Easy Scheme to Work

First procure photographs of ten of the most prominent men in the place. Have these grouped together and reproduced with masks hiding the greater part of the faces.

Offer prizes for correct lists containing the names of the men.

If this proves at all difficult the scheme can be carried further by giving slight biographical sketches, one at a time, of the men in the group. Care should be taken however in doing this that enough is left unsaid to still keep the public guessing.

A Phonograph Idea

A cigar dealer had a phonograph so attached to his cigar cutter that whenever it was used it would be set going. The first intimation of its connection with the cutter was made known by a bugle call which was followed by the words, "My friend, smoke the Owl cigar, only five cents." This attracted considerable attention and sold many Owl cigars.

The Left Glove

S. B. Stern, of Shanfield & Stern, Kokomo, Ind., sent out a number of gloves to customers during a glove sale. The right glove only was sent and a message with it explained that the left one could be obtained by calling at the store. It was also explained that if the glove did not happen to fit it could be exchanged for one that did.

Such an idea could be adapted to many articles. Hosiery, for one thing would stand advertising in that manner.

Purchase a good-sized job lot of fancy hose, say something that would sell in the regular order of events for about twenty cents the pair. Mail one of these hose to a selected list of men and women—preferably people of families—in your town.

With this odd hose mail also a card printed with a legend something after this fashion:

> "This is the left hose; the *right* one can be procured free at the *right* store by presenting this card filled out with your name and address, together with checks showing that you have purchased —— worth of hosiery at the *right* hosiery department.
>
> "If this hose is not just your size, you can obtain, free, one that is, by calling at the hosiery department of Push, Hustle & Co."

Besides drawing a crowd to a store this scheme could be made the means of securing an excellent mailing list of customers who are susceptible to that kind of advertising.

A Newspaper Contest

Very often newspapers would assist the local merchants in making their advertisements more resultful if they knew how. The Boston *Post* hit upon the following unique and novel prize contest which shows how the one can help the other:

The paper offers prizes aggregating $50 each week for the biggest bargains found in the Sunday *Post* advertisements. Only women may compete and purchases must be made and then a letter written to the editor, stating why the reader thinks they have secured a "good thing." This scheme should prove profitable to the merchants, the paper and its subscribers.

A Co-operative Scheme

The business men of a Western town of 600 inhabitants have developed a novelty in advertising that has been productive of much benefit. They get together one day in each week and offer a prize of $5 to the farmer who drives the greatest distance to the town, on business. He must be a farmer, and he must come on business; no tramps will be considered. He must market a few hogs, or kine, or some products of the farm, or he must come and do some trading—either buy some hardware or general merchandise, get a shave, or patronize the dentist or the doctor. He must prove conclusively the distance he came, and the farmer who has made the longest trip gets the purse. It has proven a great drawing card for the town, and men come with their families from as far as forty-five miles distant, over nice, level country. The matter is thoroughly advertised in the newspapers, and farmers subscribe to keep posted.

A Hidden Word Contest

A hidden word contest was carried on by a merchant, who offered twelve prizes amounting to $30 in cash to the persons bringing in the greatest number of advertisements with the phrase correctly marked. This is the first advertisement of the contest, and will explain the scheme:

> Save this advertisement—save every advertisement from this store. $30 in prizes to those bringing in the greatest number of our advertisements from now to June 1st. In two places in this advertisement, and in every advertisement of this store from now until June 1st, the expression, "Your Store" will be used. Find the two places in every advertisement and mark them with a pencil. Sometimes they will be hard to find, and other times it will be easy. Now, collect all our advertisements you can find every week. It may be you will be the only one in your neighborhood who will be saving the "ads." In this case you can get your neighbors to save their papers with our advertisements in for you. Mark the places where you find the expression "Your Store," and bring them here every week at least, where an accurate record will be kept of the number you bring in. Our advertisements appear in —— —— and ——, etc., so you have a great many chances to collect all of these papers around your neighborhood. On Saturday, June 2nd, we will give a cash prize of $10.00 to the person bringing or sending in the greatest number of our advertisements correctly marked. To the one getting the second largest number, $5.00 in cash; to the next five in order $2.00 each, and to the next five in order $1.00 each. 12 cash prizes in all. Your chance is good to get one of them, and it doesn't cost you a cent to try. If you live at a distance send your advertisements by mail every week, with your name and address. Your chance is just as good as if you lived here. Get the habit of looking for and reading our advertisements. The bargains advertised each week are real and money savers to you.

The contest lasted six weeks. The names of twelve leaders were published every week, and a bulletin of the leaders was kept in the show window. During the last week the window was piled up with the advertisements sent in.

Literary Contest

Howell Bros., Jewelers, Windsor, Ont., used a scheme that brought a good deal of attention to their store. The scheme might be called a "Literary contest." Prizes were offered for the three best essays on, "Why you should buy your jewelry at Howell Bros." In the advertisements announcing the contest, a number of reasons were given why people should trade with Howell Bros., as a guide for those writing the essays.

A Summer Scheme

Hood's clothing store in Sparta, Ill., attracted a good deal of public notice recently at a small cost. A large picnic was held that was attended by the whole town and Hood's got into the limelight by distributing a lot of cards which contained the following:

Who Is the Man?

A genuine South American Panama hat free to the first person to guess who is the man.

There is a man on the picnic grounds (from 1 to 5 P.M.) representing THE YELLOW FRONT, Sparta's Good Clothes Store—he is wearing a "HOOD" outfit from head to foot. To the first person—man, woman or child—who hands him one of these cards and asks him in these exact words, "Do you buy your clothes at Hood's Yellow Front?" he will present an order for a $6 Panama hat. Should a lady be the first, she will also receive an order for a two pound box of candy in addition to the hat.

Get busy; spot the Hood suits on the grounds, ask the man, and it's your Panama. Positively no one knows his identity, except the members of our firm—you have an even chance. Hood's clothes are different; you can easily tell them by the distinguished fit and hang as well as by the smart and exclusive patterns.

W. J. Mitchell, of Waco, Tex., gave $100 in cash free to customers who were able to count all the Texas hats in his window. Herewith we reproduce the ad announcing this offer.

J. S. Ivins' Son, Philadelphia, Pa., struck a lucky idea to increase the sale of his cakes. These cakes are sold to grocers throughout the city and are cleverly advertised through the newspapers to the customers of these stores.



Very often it is necessary for a selling scheme of some kind to start the ball rolling and place a business upon a paying basis. A careful reading of the two advertisements of Ivin's Bride-ring Cake will give the reader a general idea of the whole scheme and of how it is worked and advertised.

CHAPTER XXXII

SCHEMES TO ATTRACT BOYS AND GIRLS

A NUMBER of merchants throughout the country to-day are making a strong bid for the juvenile trade of their towns. Boys are a hopeful class to work among, and will work like Trojans in the hope of a small reward. There are avenues without number through which their trade may be attracted to the store of the dealer who gets up and hustles after it in dead earnest. If the goods are what they ought to be a boy can usually wheedle his parents into buying his clothes at the store that offers him some personal inducement for his trade. A strong characteristic of every boy, yes and of "children of a larger growth," is a love of the element of mystery and chance; therefore, an offer of a "mysterious package" with every purchase of boys' clothing will be apt to greatly stimulate trade in this line. These packages should contain articles dear to every boyish heart—jack-knives, balls, fishing outfits, etc., and the contents should vary in value according to the amount of the purchase. A variation of this same idea would be to have sewn up securely in one pocket of every boy's suit or overcoat an order for some one of such articles on some store making a specialty of such goods. Many stores now give baseball outfits with boys' suits, but the uncertainty is what lends charm to the above schemes.

A firm down in Maine recently stirred up their trade in this line by instituting an advertisement-writing contest for the high school pupils, offering two weekly cash prizes to the pupils who compose the most catchy, pointed, telling advertisements that will leave no possible doubt in the mind of the reader as to the preëminence of this firm's line of men's and boys' clothing, with reference to economy, style, durability, etc. This double-barreled advertisement has struck right at the root of their patronage by exciting the interest of parents, besides drawing some really creditable advertisements from the brightest of the youngsters. At the end of several months the prize-winning advertisements are to be collected and published in booklet form, and it is pretty safe to say they will be more widely read and give this firm more desirable publicity than if prepared by some high-priced expert.

The following scheme, which originated in the fertile brain of a resourceful manager, was unique and of a character to commend it especially to boys. He organized a baseball team from among the boys of a neighboring school, whose ages ranged from eleven to fourteen, named them "Blank's World Beaters," and equipped them with blouses and caps bearing this name. The team challenged everything of its size in its own and neighboring towns, and whenever it won it was given some small prize by the firm which it so ably helped to advertise in this manner. A vacant field at no great distance from the store was leased and put in proper shape, and here the team practiced regularly several times a week, always surrounded by a good-sized audience. Bats, balls, mitts and all necessary equipments were furnished by the firm, and expenses to and fro when matches called the team out of town.

A very spirited voting contest, in which the prizes were two scholarships in a local business college, one to go to the young lady and the other to the young man getting the highest number of votes, was instituted last year by a firm carrying both ladies' and gentlemen's clothing in a hustling little town. The contest opened April 1st and ran until graduation day in the neighboring high school. One provision of the contest was that

all votes cast must be confined to members of the graduating class of this particular school. This served to concentrate the interest, and set the numerous friends and relatives of the class to work in their cause with a will. Every twenty-five-cent purchase at the store carried with it one vote; thus a suit costing $20 entitled the purchaser to eighty votes. The prizes were worth striving for, and of such a character as to commend them especially to the parents of ambitious young people, and the scheme gave the firm a well-deserved publicity.

Training in the art of self-defense has a strong fascination for boys, and one store scored a "bit hit" by offering to give free boxing lessons to all youths between the ages of ten and eighteen who patronized their store. Arrangements were made by the firm with an instructor of the manly art for a certain number of lessons for their youthful patrons, one lesson for every $5 worth of goods purchased. They further supplemented the advertising value of this scheme by issuing an illustrated booklet on the art of boxing, which also, of course, contained much good advertising of their goods.

"Mocking Bird Day" was the heading recently seen over the newspaper advertisement of a clothing firm. The advertisement stated that every boy who visited their boys' clothing department on the following day in company with either of his parents would be presented with a wonderful mocking bird whistle, whether any purchase was made or not. Attention was called to a special line of boys' summer blouses at very low prices.

To celebrate the re-opening of their enlarged and improved department of boys' and youths clothing, one firm instituted a painting competition for boys by issuing a book containing six copies in colors, having the outline of each copy on the opposite page ready for coloring. Ten prizes were offered, and the competition was open to all boys under the age of sixteen. The books, of course, were likewise valuable advertising mediums, being filled with illustrated advertisements of their offerings in boys' wear.

A store on a busy corner recently had, in the midst of a big window showing of boys' clothing, a hanging glass shelf piled with wooden rattles, with a placard reading: "Boys make a noise and let people know you are on earth. One of these watchman's rattles given with every purchase of a boy's suit."

A scheme which, so far as known, has not yet been tried by any house, but which at least contains food for thought, would be to start a boys' camp in some favorable locality. Then advertise that all boys or young men between certain specified ages, whose purchases at the store during the year aggregated a certain sum—say $50—might spend a week at the camp, enjoying its fishing, boating and other privileges, all free of charge. This would be a treat greatly appreciated by numbers of city boys, and the scheme ought to prove a winner if worked out in the right way.

Some of the large department stores are spending many hundreds of dollars every year in interesting the juveniles of the family. One of these stores had a miniature Coney Island on the roof in full swing. A real Italian organ-grinder was provided, also a menagerie of monkeys, pigeons, rabbits, dogs, fish, alligators, etc. A live donkey was also kept busy giving the children rides. The roof was sodded, and plants and flowers were arranged in such a way as to make a most delightful scene. Another great departmental store is making plans to entertain the children on a larger scale than ever, with the addition of popular musical entertainments. Another proposes to give a vaudeville entertainment twice daily during the season, while another has secured the services of a clever magician. These facts show how the services of the children in drawing trade is esteemed by these great mercantile concerns. Every dealer, if he be so disposed, can do something to attract the little folks.

A good scheme to attract the attention of boys and girls can be used for any Fourth of July. Boys, and girls, too, always take a lot of pleasure in the noise made by fire-crackers. A plan similar to the following could be worked by any merchant.

About the 20th or 25th of June advertise the fact that ten packages of fire-crackers will be given for the best picture of "Washington Crossing the Delaware" drawn by a boy or girl under twelve years of age. If a good copy of this picture is obtainable it might

STARTS TO-DAY



—another
FREE
distribution of
Dominoes

—one set, full size, good quality, presented to every collector of 10 tin tags from

JERSEY CREAM BREAD

—to provide for those who were unable to finish their collection of JERSEY CREAM tin tags before the initial supply was exhausted we have secured another supply which we trust will be ample for all. Start your collection at once if you have not already done so—only takes 10—complete it as soon as possible and exchange them for the dominoes at your grocers, or,

NOTICE!

The only JERSEY CREAM bread bearing a tin tag is

Matthaei's

—the original and only genuine

JERSEY CREAM

So-called Jersey Cream bread without the tin tag is, therefore, an imitation.

Matthaei's Bakery

The above advertisement explains itself. Many merchants and manufacturers build up an excellent trade by giving premiums that appeal more to children than to grown ups.

be displayed in the window together with the fire-crackers. Other prizes of five, two and one packages should also be offered. Or one package might be offered for every entry that received honorable mention. There could be three first prizes and twenty honorable mention prizes given at a very small cost.

Such a contest will take a lot of interest right into the very homes of the contestants and others. It ought to prove good in any town or city.

Another scheme in the nature of a souvenir or gift plan could be used. Have about 500 little flags with the inscription "Compliments of —— ——" printed on them. Hire some one to walk the streets and give one to every child he meets. This distribution might extend to three or four days before the fourth according to the number of flags to be distributed and the size of the city.

One store, some time ago, advertised to give away four $10 dolls to girls between the ages of three and ten. With every purchase made at the store was given a regular sales check. The name and address of the purchaser was written on the sale's slip and deposited in a box. From this box were selected, on a day set for the drawing, four of these slips. The names and addresses upon them determined who were to receive the prizes. They were notified to bring the girls, to whom they wished the prizes given, with them on another day set for the purpose, when they were presented with the four dolls.

Various articles of interest to children, such as baseballs, bats, footballs, dolls, knives, fishing rods, etc., can be successfully used as souvenirs or premiums in any store selling children's wearing apparel, or articles used by children.

Children can even be made to work for the store by the offer of prizes or commissions. A Massachusetts shoeman originated a little scheme of this nature and had nearly every boy and girl in his town working for him. The scheme was in reality little less than a discount sale put forth in an original manner. The discount was not made to the customer but was given to the hundreds of little agents that worked for the commissions. The scheme was described in a circular as follows:

"EARN SOME MONEY FOR CHRISTMAS

"Every boy and every girl in Stoneham may with a very little effort earn some extra money for Christmas—and none of these boys or girls need to be told how handy extra money is at Christmas—or for that matter at most any time. Zitren the Shoeman is going to be the Santa Claus—only he is going to give this money as fast as the boys and girls earn it—and let them have it to spend now or put away for Christmas.

"He is going to pay a commission of 10 per cent. on any shoe repairing work brought to him by any boy or girl—from now until Christmas. Ten per cent. means 5c. on a 50c. repair job—10c. on a $1 job, etc. It will surprise some boys and girls how easy it is to earn extra money by this plan.

"Regular repairing prices will prevail, and these prices are the lowest that can possibly be made for the finest workmanship and honest, high grade leather. Under no circumstances will we reduce the superior value of our repair work, which cannot be equaled in Massachusetts.

"Boys and girls should keep this circular and remember to bring all their repairing to

"ZITREN THE SHOEMAN, Main and Hersham Streets, Stoneham."

This kind of advertising scheme can be adapted and suited to a great many different lines. A card can be presented to children of certain ages with amounts of various sizes running from 5 to 25 around its edges. These amounts could be punched out when purchases are made and the card presented. The boy or girl holding a card with all the amounts punched out could be given a certain premium. This will help to interest the boys and girls to advertise the store.

Musical entertainments calculated to interest the children could be given at times in the store and would no doubt draw forth a lot of youngsters. Magic lantern shows and moving picture exhibitions make another excellent attraction for children and would attract the grown folks as well.

The dealer who goes systematically after the trade of the children by the use of little advertising schemes will find it worth a great deal of trouble and time in their preparation. It is said that "train a twig in the way it should grow" and it will ever after grow in that direction. This can be logically applied to our present contention: Train the youngsters to come to your store and they will ever after come to you with their needs. If they don't it must be your own fault. You had a chance at any rate to hold them, and you should have done so.

A Boston merchant offered a valuable present to the boy or girl turning in the five most attractive show cards for window use. The result was exceptionally good and the dealer secured a great many good cards. The children were told that the cards were to be of a certain size. This plan would work well with any merchant using window or show cards. The present or presents can be one or more useful articles. It should be advertised by circular, by a notice in the local paper, or both. In some places instructors of drawing or the school teachers might be interested. The number of words on each card should be limited.

A scheme along somewhat similar lines was used by the London Clothing Co., Columbus, Ohio. They describe it as follows:

"We got out, and distributed at the schools, a circular to this effect:

"Boys of fifteen or under were to make a drawing of a subject appropriate to the London Clothing house, on a sheet of white paper 6 x 9 inches and in black ink. These were to be brought into the store before a certain date. For the best five drawings we paid $1.00 each, and these we had engraved and printed in the local papers, one each on successive Saturday nights. The boys took to the idea and we had no end of drawings handed in, most of them done with spirit and with excellent ideas, so that it was really difficult to pick out the prize winners. We made an exhibition of all the drawings received, in our show window and it was a big attraction. We required no purchase from contestants; that might be a better plan. A circular advertising such a scheme must be carefully written, as the wording must be clear to everyone. The whole scheme cost but little, and paid well in boys' clothing sales and the advertising gotten out of it."

A photographic contest, between boys and girls from ten to sixteen years of age, would prove a winner in some of our larger towns and smaller cities. Have an attractive trim of goods suitable for their use or wear and have it photographed by the amateur. Most boys and girls own cameras to-day and the amateur photographer is usually a very enthusiastic person, especially when it comes to taking pictures. The contest should be advertised in the newspapers. The week before place a neatly lettered card in the center of your window, announcing the contest. The prizes should be shown in the window. The prizes might consist of a handful of silver. Twenty quarters for the first prize; twenty-five dimes for the second and twenty nickels for the third prize would make an elaborate showing in the window.

The center of the window should be given to the display of the prizes. We believe that your store window will be the mecca for amateur photographers all during the contest. If there are any mirrors in the window cover them with cloth or crepe paper so that flashlights may be taken at night, as it is difficult to take a window with strong reflections in the daytime, and many of the camera fiends will want to avoid the crowds by trying their skill after business hours. We would suggest that the contest extend not over three or four days, as it is difficult to keep up interest longer than that time. This will also give ample time for several trials, if the photographers at first do not have good luck. Have the rules for the contest so simple that they may be lettered on a card and placed in the window. Do not require that every contestant make a purchase at the store. Bar

all professional photographers. When the pictures are handed in and the prizes awarded make a window of the various photographs, giving the most prominent place to the three prize winning pictures, which could be marked with the names of the successful contestants.

To prolong the interest in such a contest the public could be asked to name the winners. This could be done by giving every customer a vote as to the best photographer. The three highest could then be awarded the three prizes. The voting should be all done in about a week's time so as not to keep the youthful contestants waiting too long.

Jenkins Bros., Chippewa Falls, Wis., were fortunate recently in planning a novel scheme that not only drew trade to their store, but enabled them to make several improvements in their management and methods which were extremely beneficial in getting good results.

Their plan is not particularly new in the main, it has been worked in a variety of forms before, but Jenkins Brothers application of it is original. The concern announced that they would give a beautiful doll to the little girl who wrote the best letter giving the reasons why her mother liked to trade with Jenkins Brothers. Every effort was made to bring it to the attention of all the school children in Chippewa and the surrounding towns. Their newspaper displays contained several clever announcements of the plan, and in addition an attractive circular was sent to nearly all the householders. The doll, an exceptionally fine one, with a splendid assortment of lingerie and dresses, was given a place in one of the show windows. At her feet was the following placard:

> Do you know why your mamma trades at Jenkins Bros.?
> Ask her. Then write and tell me. The best letter gets me.

Hundreds of letters were received, a large percentage of them commonplace and what might have been expected. The rest were bright and unusual and contained some good ideas. Some mammas had evidently given any reason that came into their heads, reasons that were no reasons in many instances; others had honestly endeavored to decide why a preference should be given, and in some letters the evident sincerity of the expression told plainly that the little girl's mother was a customer from some particular preference which she found no difficulty in expressing.

The store was liked because it was clean, near at hand, and goods cheap, clerks were polite and they had things no one else had, gave rebate checks, etc. One of the best letters which came to our notice was the following:

> DEAR MR. JENKINS:
>
> I am eight year old and would like to get that nice doll you have in your window.
>
> My mamma says she likes to do her trading at your store because you always have the best goods, and mamma says all the clerks are so polite, and I think so too, because they always wait on me when my turn comes, even if I am small. And besides we get rebate checks and we can get so many things with them. I have told you all I can think of on why it pays mamma to trade at your store, and, hoping I will get the big doll, I remain,

It gives a valuable suggestion to the clerk. He can learn that it evidently pays to be polite to the youngsters. Occasionally they can say a good word, and almost always they grow up. At any rate childhood impressions are lasting.

During a trip to Boston recently a dealer from Connecticut happened to be passing an auction room, and out of curiosity stepped in and joined the crowd. He had been there but a few minutes when a large oil painting, a well-executed copy of one of De-

tailles' spirited battle scenes, was put up and he bid it in at a low figure. The purchase of the picture developed into a splendid voting contest.

Upon his return home the picture was displayed prominently in one of his windows, and he announced that it would be given to the schoolroom of his city which turned in the greatest number of votes. A vote was a coupon which was given with every fifty-cent purchase at his store. There were no restrictions and no rules in the contest. It was announced to last for eight weeks, and the ballots might be deposited at any time or in any quantities, the only regulation imposed being that the votes cast for one class could not be later transferred to another.

The contest literally set the town by the ears and created more excitement and interest than anything that had been innovated in a long time. From the very beginning the school children took hold with a vim, and in every school there was begun a systematic campaign of vote getting. In a short time every child in town was working with might and main to send people to the store, and was following them right up to see that they got the coupons and turned them over.



The above advertisement explains itself. There is just a little too much red tape about its provisions. Two trips for a child to make to a store is one too many.

In some instances the work was done in a manner that was remarkable for its thoroughness. The boys and girls had regular routes among their friends and acquaintances, which they traversed every day to learn if any member of the household was intending to make a purchase, or if they needed anything which could be bought at the store. In many cases they carried around with them copies of the last advertisement that the firm had issued and called attention to the different bargains that were being offered, and tried in this way to work up a sale.

Clubs and societies were importuned to get whatever fittings they needed from the store that was giving the picture, and in a very short time there was scarcely a person in the place who had not been affected in one way or another by the contest.

The merchant on his part took every advantage that the contest offered. In his advertisements he endeavored to present bargains that the boys and girls might talk about to their friends and so arranged his displays that they appealed directly to the children. Each week the result of the contest was announced in the paper in detail. The publishers soon saw its value as a news item and devoted considerable space to it, which helped it immensely and did not cost the merchant anything.

On some days he announced that two and even three coupons would be allowed with purchases of certain lines of goods, and in this manner not only was enabled to move certain slow stocks that had resisted several other advertising campaigns, but effectually livened up many days which might otherwise have been dull indeed.

The contest continued over forty-eight working days, and something like 25,000 coupons were issued, while the total sales for the period were much increased over any former year. The awarding of the picture and the installation was made an occasion of much ceremony. It was held in the evening at the schoolhouse, and was turned over formally, with short speeches by the proprietor, and some of the prominent men of the town, who were present at his invitation. Here is an additional opportunity for the storekeeper to get more newspaper publicity. He should work up this presentation in a way to attract a great deal of attention and thus to give it a good news value. Few publishers would pass it by, and the great majority would be glad to give it a very satisfactory notice.

Summing up the contest the merchant found that including the cost of the picture and the printing of the coupons, the only extra expense that he incurred, the results obtained were far more satisfactory than could be shown in any other advertising that he had ever done. The good was permanent, for he made many new customers who continued to buy in his store.

We reproduce on the following page a form of ballot that could be used in one of these boy and girl contests. The blank spaces are to be filled in with name of store and dates.

This clever scheme was recently employed by another Boston merchant to interest the boys and girls in his store.

He had printed on 4 x 7 cardboard, in a plain, neat type the following:

"Ask the questions which are found in this column and find the answer on the penny which is fastened to the lower corner of the card. To the one who first turns in a correct set of answers, or nearest correct set, we will present a handsome and useful present.

1—A messenger.
2—A piece of armor.
3—A devoted young man.
4—A South African fruit.
5—Portion of a hill.
6—A place of worship.
7—Three weapons.
8—Spring flowers.
9—The first American settler.
10—An animal.
11—An emblem of royalty.
12—Youth and old age.
13—Part of a river.
14—Implement of writing.
15—Two sides of a vote.
16—Plenty of assurance.
17—Part of a stove.
18—Something found at school.

"The contest will last two weeks, and at the end of that time the answers will be examined and the prize winners will be announced. To the first child sending in a correct answer we will present a handsome lead pencil case. To the second a school bag, and to the third a luncheon box. Bring in your answers as soon as you have them ready, for the first correct answer will get the prize."

In one corner of this card a new American one-cent piece was fastened with mucilage, underneath which was inscribed the following: "You will find your answers here. Let your nimble wit ferret out the problems."

One of these cards was given away with each five-cent purchase at the store, and the plan was well featured in the advertisements of the house. On the whole the storekeeper found the plan very satisfactory. He distributed several hundreds of the cards to the

THE most popular boy and girl, as decided by the vote, will each receive a nice, bright $2.50 gold piece. The five boys and five girls receiving next highest numbers of votes will each be presented with some nice little prize.

One ballot may be voted with every 50c worth purchased at..... ..... The child must not be over sixteen years of age, and must write his or her own name on the ballot or have it written and make his or her mark.

The leading candidates will be announced in..... window—WATCH IT. The contest closes, ...

The announcement of the winning candidates will be made at..... .....store, on the evening of Saturday, ...(Over)

Ballot

The most popular Boy and Girl Contest at

.....

My name is.....

I am a.....and am.....years old
(*Boy or Girl*)

I live at.....

I would be glad if you would Vote this Ballot the Next time You Buy 50 Cents worth at

.....

.....(Over)

FORM OF BALLOT.

children, and his store during the period of the contest was kept in a pretty lively state by boys and girls who came in to ask questions, or turn in their answers, as well as to buy the puzzles.

The answers to the questions were the following: 1—One sent (cent); 2—shield; 3—beau; 4—date; 5—crest or brow; 6—temple; 7—arrows; 8—tulips (two lips); 9—Indian; 10—hare (hair); 11—crown; 12—1898 (the date); 13—the mouth; 14—quills; 15—eyes and nose; 16—cheek; 17—lid (eyelid); 18—pupil. Care must be taken to have the coins bear an 1898 or similar date. 1900 or any of the succeeding dates will hardly answer for question twelve.

The cards can be used to stimulate the sale of some special article or articles in the children's department, and they are particularly good just before schools open. To any one who makes a specialty of children's trade, and of trying to get the attention of the little ones and their parents this might be well used as a step to a series of schemes. It will pay a dealer to have some plan or other going all the time, or at least a new one every month.

The idea gives a chance to make an effective window display. The Boston merchant filled one of his windows with the cards. He got several large packing cases, covered

them with white paper, and piled them in pyramid fashion and the cards were fastened to the front and sides of them. Throughout the store placards announced the conditions of the contest, and told the children how to get the puzzles, and other particulars.

The Christmas season offers an excellent opportunity for the merchant to cater to the children, or to gain their influence. Children of almost any age will take a lot of interest in a Santa Claus, even when they know he is only an imitation one.

A Philadelphia store recognizing this fact opened up a postoffice at which Santa Claus delivered letters addressed to the children. Parents often wrote the letters, and as there were a great many big, bright red letter boxes placed in different parts of the store, it was easy to have it so. Every two hours Santa Claus in person made the rounds and collected the mail. Many of these were addressed to him and were of course burned. The children went wild over the whole affair and it is likely that the scheme will be repeated each year.

A. E. Dinet & Co., Joliet, Ill., presented their young friends with toys and gifts of a similar nature. The following circular explains the scheme:

DEAR LITTLE FRIEND:

We thought maybe you'd like to know about the arrangements we have made with Santa Claus about Christmas presents this year.

Of course, every boy and girl in Joliet knows that about this time every year the Dinet Store gives with every sale of a dollar's worth, or more, of Boys' or Girls' goods a ticket entitling the holder to a present.

Last year, you know, we didn't wait for Christmas, but gave the presents out as soon as a sale was made. Well, Santa Claus didn't like that plan a bit, and he told us so. So after we told him he could have his way he sent us this message:

"I'll be at Dinet's Christmas morning at 8 o'clock. Tell the Boys and Girls I'll be loaded down with the finest lot of presents I ever had.

"SANTA CLAUS."

Every time you buy of Dinet's any Boys' Clothing or Girls' or Boys' Shoes—costing a dollar or more—you get a ticket with a number. You keep all your tickets 'till Christmas morning, then bring them down to Dinet's and Santa Claus will hand you out a present for every one of them. Maybe you'll get a $5 Kodak, or a $3 Tool Chest, or a $2 Chocolate Set, or a 50c. Toy, or a beautifully dressed Doll—only Santa Claus knows *exactly* what *you'll* get—but every ticket draws some present, and Santa Claus says they're the best that he ever had.

We hope you will tell mama all about it and have her come to Dinet's for everything you need.

We begin the giving of tickets Saturday morning, November 9th, and continue up to Christmas Eve.

Now don't disappoint old Kris Kringle, 'cause he expects you.

Your old friends,

A. E. DINET & CO.

CHAPTER XXXIII

THE GREATEST SCHEME OF ALL—PREMIUMS

THERE can be but little doubt that among the hundreds, yes, thousands, of schemes devised by retail merchants to draw business to their stores that the premium scheme is the greatest of them all. It is of the most lasting value as a trade bringer.

In the last few chapters the majority of the schemes mentioned are of the premium

class. They are successful because of the premiums given in carrying them out. But such schemes are only of a temporary nature. There is a splurge at the time. They make increased business for a week, a month, or a season at most. It is true that new customers are introduced to the store by their use, but unless the values offered and the service given by the store are of an extraordinarily high character there is no inducement for a continuance of their custom. The premium plan, on the other hand, will last the lifetime of the store, and continue bringing back the same customers for years, or as long as they can secure premiums.

Some merchants now argue that the day of the premium is gone, but it is not. It has only just arrived. The day of the premium is at its height.

Large establishments, whose business annually amounts to millions of dollars, are now adopting the premium plan, in one way or another.

Look at the way "trading stamps" took hold of the buying public some few years ago, when the scheme was newly launched. It is no wonder that those merchants who did not give them fought them—they had to. But the day of the trading stamp is gone. It is gradually dying a slow and painful death. Why? Not because the customers of the stores who gave them were dissatisfied with them; not because the retail merchants who gave them (as a whole) were unwilling to continue them; not because the trading stamp companies were dissatisfied with the profits they were making. No, not for any of these reasons, but because the whole scheme was so gigantic that it became a menace to the merchant in general; because the trading stamp companies discriminated in their charges for the stamps to the retailers; because in all cases the charges were altogether too high and were a drain on its best friends, the retailers who used them.

Premiums are an ever-enduring source of profit to the merchant who gives them judiciously. They are a cure for many of the evils to be met in retailing. They bind the customer closer to the store that gives them. They have proven in many places a cure for the senseless price-cutting habit, which is always sure to kill any legitimate profits the retailer should have.

This was proven a few years ago by an Ohio firm. The city in which they do business is a lively and prosperous one. There are many factories and works located there, employing many men at steady and adequate wages. There is also a good farming community surrounding them. They have practically no outside competition. Yet in spite of these facts, all the merchants of the city, who are enterprising and energetic, were making but "living wages." Profits were being sucked up by the demon "Cut-Price."

The firm mentioned, after debating whether to leave the city and seek a new field for their labors, or not, decided to continue the business for another year, and try the effect of premiums. This they did in a small way, but the idea took hold of the people, and to-day that firm is the largest and most influential in the city. Instead of giving but one premium, as they did the first season, they have steadily increased the number, and at the present time issue quite a large catalogue of premiums, and have a regular department devoted to that part of their business.

Many merchants look at the first cost of any premium plan and think it is a very expensive way to draw trade. It usually is, unless it is thoroughly gone into, and worked out so that the per cent of cost. is low enough to show a profit on the merchandise sold. In a very short time what at first sight appears to be a five per cent. cost is brought down to even a fraction of one per cent.

Five per cent. is not too much to pay for a steady and paying class of customers, provided the per centage of profit on the wares sold is high enough to show a profit after the deduction of that five per cent. This amount should be the starting point. If the premium article costs fifty cents it might profitably be given with a ten dollar sale. If the premium selected is some article that usually sells for a dollar or more, it can easily be seen that the premium is sufficiently large in the eyes of the public to prove worth striving for.

One of the principles of premium giving is to make it necessary for customers to make continued purchases before they can obtain the premium. When this principle is ob-

served, it becomes a source of ever continuing trade. When premiums of little worth are given, so that the customer making a three or four dollar purchase can secure it it is merely a cash discount, and of less trade bringing value.

In some cities, where trading stamps had a strong hold this principle was conclusively demonstrated. Some merchants who did not give stamps offered a straight five per cent. discount in cash. Did they gain anything by it? No. The mass of the people wanted a lamp, a table, or a book-rack, and continued to accumulate the little green or red, or blue stickers for the purpose of exchanging them for those articles. The discount in cash, was, of course, much more valuable, but the public could not see it that way. What did five, ten or fifteen cents in cash look like alongside of a beautifully decorated table lamp? It looked so insignificant that it was not considered at all.

Other merchants gave rebate coupons good for five per cent. in purchases at the stores giving them. These met with but indifferent success, but strange to say, with more success than the straight refund of five per cent. in cash. When people think they are getting something for nothing they are happy. In the case of premiums, they are really receiving free gifts. So were they in the cash rebate, but in most instances the people thought it was first "tucked on to the original price."

The merchant who wishes to open up a premium department can do so with but little outlay in cash. A tea-set of china, nicely decorated, can be procured at small cost. This might be used for the first season. If a stock pattern is obtained he can allow certain pieces to be taken when purchases reach the required amount. While this breaks the set, he can easily replace the dishes selected. There is always the incentive here on the part of the customer to procure the remaining dishes to complete the set.

Silverware, jewelry, china, furniture, all make premiums of great value, and in most cases the value at retail is nearly double what they cost at wholesale. These are the lines for the merchant to select. His object should be to give the greatest value at the least cost to himself.

Sometimes it is advisable to offer a premium with purchases amounting to a certain sum, and so much cash. A shoe merchant in a small town did this, and made quite a lot of trade by it. He had cards made, on which a certain number of figures, amounting in all to five dollars, were printed around the edge. The premium was a gold-plated watch, either gentleman's or lady's size. The whole scheme was printed on the card. The customer was to purchase footwear to the value of five dollars, the amount of each purchase being punched out on the card, at the time of purchase. When the five dollars had been spent, a payment of $3.50 was required, and the watch was forthcoming. The cost to the merchant of these watches was $2.75 each, and express charges or mailing charges. He had to purchase one of each size as samples, and pay for the printing and punch. That was his only initial outlay. The premiums were in reality purchased only as they were sold to the customers. The writer was closely connected with this firm for some years after the plan ran out, and there was not one complaint, or any dissatisfaction shown on the part of customers who received the premiums. This instance merely goes to show how easily a premium plan can be carried out at very little cost.

Another firm had a list of premiums, consisting of some twenty or more articles, and with every purchase of one dollar a certificate for one dollar, redeemable in premiums, was issued. Fractional parts of a dollar were disregarded so that the purchases often represented considerably more than the amount necessary to procure the premium.

His premium list ran something like this:

For $5 in certificates could be procured:	For $10 in certificates could be procured:
A Silver Thimble.	A Fountain Pen.
A Boy's Pocket Knife.	A Ladies' Pocketbook.
A Ladies' Hat Pin.	A Man's Pocket Knife.
A Pair of Men's Cuff Links.	A Silver Handled Tooth Brush.
An Ornamental Ink Stand.	A Man's Watch Fob.
A Briar Pipe.	A Sterling Silver Pen Holder.

For $15 in certificates could be procured:
A Silver Plated Cup.
A Fine Leather Purse.
A Gold Plated Pencil.
A Gold Plated Chain and Locket.
A Chatelaine Bag.

A Display of Dependable Spring Clothing for Men and Boys That for Excellence of Make, Correctness of Style and Great Variety Is Unequaled in the Northwest

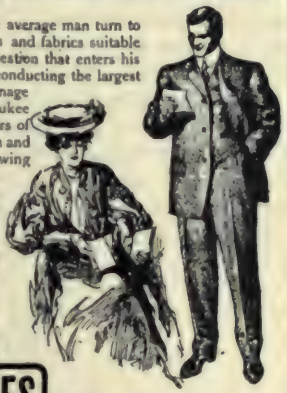


With the opening of Spring the thoughts of the average man turn to new clothing and the proper selection of the styles and fabrics suitable to the season's wear. "Where to buy," is the question that enters his mind. Common sense will tell you that the firm conducting the largest clothing business in the city has gained its patronage by giving the best value for the money. In Milwaukee the Stumpf & Langhoff stores are the largest sellers of strictly high-grade clothing and furnishings for men and boys. Their Four Great Men's Stores are overflowing with new spring stocks, and you owe it to yourself to make your selection from these great stocks if you would experience perfect satisfaction at the lowest possible cost.

Suits . . . $7.50 to $25.00

Topcoats $10.00 to $25.00

Raincoats $10.00 to $30.00



A Boys' Section That Will Please All Mothers . . .

All that we have said about men's clothing applies to our boys' departments, (one at each store) as well. The growth of our boys' departments have been but little short of phenomenal. The little fellows, tired of wearing any old thing just because it's shaped like a suit, welcome the nobby styles in which we can clothe them. The department finds favor in parents eyes because of the unquestioned quality of the garments and the saving that they experience in buying here.



Boys' Suits and Overcoats

In a great variety of styles and of the most dependable makes. The prices begin at $1.95 and then by easy stages advance to $7.00.

SAVE YOUR CERTIFICATES

The Gifts Are on the Way



The certificates you receive with every dollar purchase may shortly be exchanged for your choice of hundreds of beautiful gifts that have been ordered and are now on their way to Milwaukee. Valuable rugs of the rarest oriental patterns from far off Smyrna—Beautiful Italian Statuary—Handsomely Upholstered Morris Chairs—High grade Silverware—Highly decorated Vases of genuine Austrian ware—Dinner Sets—Cut Glass Ornaments and Dishes—Watches—Pocket Knives—and many more beautiful presents too numerous to mention. As soon as these gifts have arrived, they will be displayed in the show windows of our four stores, and may be redeemed at that time, so begin to save certificates now.

Latest Styles in Men's Hats

For this Spring's Wear



The stocks from which we ask you to make the selection of your new Spring hat are so varied that just the style you are seeking is sure to be found here. All of the great hat makers of the country have contributed to the showing, which includes the many different dip fronts and brims in the new thunder cloud grays that will be very popular this season. We offer you selection from

The celebrated "Imperial" line of hats.....$3.00
The best hat made.....

The very complete line of other makes that start with our famous "Dollar" hat in both soft and derby shapes and them on up. The prices

$1.00 $1.50 $2.00 $2.50 and $3.00



For those that wish them, we carry a full line of the celebrated Stetson Hats at prices ranging from

$3.50 to $5.00

The New Spring and Summer Patterns in Shirts for Men

Not a week passes but large shipments are received from the best known shirt makers of the country, those operating for our patronage assortment from the new patterns that are constantly being brought out in New York. Our enterprise in keeping our shirt stocks "right up to the minute" has gained us a very great patronage and facilitates our buying power thus enabling us to give you the very best shirt values offered in Milwaukee.

Men's Shirts in genuine mohair and madras cloth, plain or with dot and stripe effects. All the well known brands at

50c $1 $1.50 $2 and $2.50

National Ave. and Grove Street
Third and Lloyd Streets

The Stumpf & Langhoff Stores

369 and 371 East Water Street
Eleventh and Winnebago Streets

A premium plan should be well advertised to bring about good results. The plan of distribution should be given as much publicity as the value of the premiums.

He also offered several premiums for $20, $25 and $30 in certificates.

The whole outlay for samples and printing cost him less than $50, and the list was a good one. His success in business can be attributed to the premium plan, for he had strong opposition, and was slightly outside of the trading center of the town.

There is just one other point that should be emphasized. When a merchant gives premiums at all he should induce as many as possible of his customers to participate in the distribution. The more there are who begin to save coupons or certificates, or who start to have their cards punched (according to the plan used), the more advertising he will get out of it.

It would hardly seem necessary to mention this point, but it is. The writer not very long ago was in a store where premiums were used, and the merchant was heard "calling down" a salesman for introducing the subject to the customer. "Don't you know that those premiums cost money," asked the irate merchant. The salesman tried to explain that the woman was a stranger in the store, and in the city, having lately moved there, and that he was merely offering her an inducement to make further purchases there.

The merchant had taken hold of premiums as a last resort in a struggle for business, and either could not, or would not, see that the more persons interested in the scheme the more money there was in it for him. He could only see more premiums going out of the store at his expense. He never thought of the hundreds of dollars that must be spent on wares that paid him a profit before the premiums could be claimed.

Enter into the premium scheme with enthusiasm or leave it entirely alone.

Part Four

SALES ADVERTISING

CHAPTER XXXIV

ADVERTISING SPECIAL SALES

SPECIAL sales have an important place in the advertising plans of an up-to-date, modern retail establishment. They are exploited not only as a means of clearing out undesirable wares quickly, but as the means of increasing business and in making new customers acquainted with the store.

Special sales may be divided into two great classes: first, sales for increasing receipts on new and desirable lines; second, sales for the purpose of closing out merchandise that has become unseasonable, or that is likely to become unseasonable before it can be sold in the regular way.

The department stores of the metropolitan cities have reduced the art of sales-making to a science. They have "Great White Goods Sales" in January, following closely on the heels of "A Great Clearance Sale" after Christmas. Then follows in quick succession, a "Great House Furnishing Sale" and a "Pre-inventory Sale," then an "Inventory Sale." Soon after that a "Great Sale of Spring Costumes" and so on throughout the whole year.

Some of these stores have a sale on of one nature or another all the time. Hardly a day in the year but a special sale is being advertised. The question arises, does it pay? It certainly does pay, or they would not continue to hold them.

It does not necessarily follow, however, that the exclusive shoe dealer, or clothier, or hatter could follow the same tactics to obtain trade. If they were to try it they would soon find that the public were beginning to look upon the store with disfavor. Then too, the advertising expenses would be so high that there would be no profits shown at the end of the year.

It is the same with the general store in the smaller cities and towns. The great aim of these stores these days is to be known as department stores, and to do business as their big brothers do in the larger cities. Unfortunately, existing conditions are somewhat different, and greatly against this. If they try to follow in the steps of the big stores they usually end in failure to show profits.

The exclusive stores and the general stores can follow the methods of the larger department stores only at a safe distance. They can hold frequent special sales, at which goods are offered at special prices, but these sales must not be of too frequent occurrence. They must conserve their dignity by doing an apparently legitimate business, part of the time, at least.

It must not be thought that we consider special sales or their advertising illegitimate. We consider them as fair and legitimate means of getting trade. But the public looks upon the firm who has a special sale of some kind on all the time as a "Cheap John" concern. The large department stores are exempt to a certain extent from this sentiment, on the part of the public, but even with them there are some people who regard them with suspicion.

The special sales exploited at the proper time and in the proper manner will gain both prestige and profit for the stores holding them.

The special sales advertised by the larger stores are sometimes planned out months in advance. The lines to be placed on sale are often specially ordered by the firm to be made in a specific way, and delivered at a certain date, at an agreed on price. The illustrations to be used in the advertising are all prepared in advance. In some cases a great deal of the special printing is done before the goods arrive in the store.

Then there are special sales put on that have to be prepared on short notice. A manufacturer offers a buyer a line of goods at a reduction in price. The buyer, seeing his chance, snaps them up, and they are speedily placed on sale.

This chance to buy "snaps" comes at times to every merchant who has "ready money." If his stock is in such shape that he can place them on his shelves without overcrowding or overloading himself, he makes the purchase, and has at hand the material for a rousing special sale.

It is the policy of some merchants to mark these goods at regular retail prices; place them in stock with the other lines on hand, and obtain the increased profits. This method may seem, in a way, the best, but is it? These special values are purchased at from 10 to 50 per cent. discount. The merchant already has his stocks complete, so that by adding these special lines he is duplicating what he already has on his shelves, or he is adding lines that conflict, which amounts to the same thing. At the end of the season he finds he has rather more stock on hand than he should have, and it is sacrificed. His extra profits soon disappear beneath the cut in price made to clear out the balance of the stock.

The special sale method on the other hand results in a slight profit from the sale of the goods, and the cash in hand for further investments. The merchant following this plan takes the goods upon their arrival, and marks them at a closer margin than ordinarily. He then advertises a special sale and sells them immediately, turning over his money at a slight advantage. This method is a good teacher to the public, who soon learn to look for these special values every once in a while. They also learn that the firm gives the special values they advertise they will. It teaches the public to expect fresh and fashionable goods when a special sale is held and they soon learn that a special sale in that particular store does not mean that a lot of old junk will be thrown upon the bargain counters or that the goods offered are shopworn or out of style. The public confidence is gained, and this results in much business. It helps to make steady customers out of those who are apt to run around from store to store, looking for the best values.

Let us presume a case. A shoe merchant in a city of 10,000, in which there is one daily paper, purchases 300 pairs of ladies' shoes, at a bargain. These goods are all of that season's make. Some lots are fairly large, some are small. The regular wholesale price on the lot varies from $2 to $3. He purchases the lot at $1.85 per pair. The lot consists of fine turns and welts, of kids and patents, lace, blucher and button.

When these lines are received he goes through them and divides them into two lots. The ones of lesser value he decides to sell at $1.98, the others at $2.68. At these prices he can make a great sale, and do a great deal of good for the store. The profits will average about 50 cents per pair, out of which he must pay for the extra advertising which, say, will amount to $100. This leaves him a profit of only $50 on the lot, but it will probably have made for him 300 friends. Perhaps 300 or nearly that number of new friends. He has had his sale at a slight profit, and has 300 new customers, whom he can count on making future purchases at his store. He has laid the foundation there for future business. He has also made a good impression on a large number of persons who did not require shoes at that time. Isn't that the better way? "Snaps," as a rule, are useless to the merchant unless he can turn them immediately into money again in some such way as this.

It must not be presumed however that $50 was his sole immediate profits. Besides the profits to accrue from future business with the new customers of the store it is likely that his business on his regular lines was increased at least twenty-five per cent. It is here where his immediate profit comes in. He should not expect to net much from the lines offered at sale prices. The profits on those lines will ordinarily be only sufficient to pay the expenses of the sale.

After all is said and done, the advertising of special sales is merely a rounding up of the people who are in the market for the goods on sale, and either driving or coaxing them into the store. Toward the tail end of the sale, extra inducements must be offered to bring in the stragglers.

When a sale is allowed to die out naturally, or when the time limit has been reached, all trace of the sale should be removed from the store. The writer has seen bargain tables left standing in some of the smaller stores for six weeks or more after a special clearance is over. The same price cards were used as were used during the sale, showing that the bargains were not wanted at those prices, or they would not have been there, but sold long ago. This is a very poor policy to pursue. Every customer entering that store during those six weeks, saw these over-ripe bargains, and it must have had a detrimental effect upon the trade of that store. These goods should have been cut deeper in price the last week of the sale, or they should have been put out of sight, and held over for the next sale. They certainly should not have been left exposed as a tell-tale of their failure to move during a month's clearance sale.

The great buying public, especially that part of it consisting of women, has been educated to expect reductions in the prices of certain goods at certain seasons of the year. Many of them will put off their purchases for weeks, or even months, awaiting the time when the special sale is due.

The hatter commences to clear out his straw hats in July. This seems rather early to do this, but it has become a custom which must be followed pretty closely. It is policy for the hatter to sell all the better grade goods he can before that. He usually pushes them with enthusiasm and system. Cheaper grades are held back and only produced as a last resort. But when the "glorious fourth" arrives the cheaper goods are brought to the fore and the better goods held back (apparently), reluctantly being shown when demanded.

In January women look for cut prices on cloaks and coats. Do they get them? Just glance through the advertising columns of the papers during that month and see the feast set before them. Merchants are anxious to close out their slower selling lines. Back of them manufacturers are also anxious to clean up on winter clothes. Between the manufacturer and retailer lines are offered at surprisingly low prices.

Any merchant who has held back his lines, at these times when the more energetic are slaughtering theirs, under the plea that there is no profit in cutting prices, has usually lost more in the end than he could have gained by joining the procession and adding one more sale to the already large number.

There is a time for the special sale and a time for the clearance sale. The sale should be held at that time, although special sales can be made quite successful even when held out of season.

Almost any line of goods can be sold at any time. Straw hats would be hard to dispose of in mid-winter at any price, but overcoats can readily be sold in mid-summer when there is a good reason for their being offered then. The price inducements must be such that would mean a great loss to the merchant, but the fact remains that they could be sold. Such offerings of merchandise is never advisable and should not be attempted unless it is absolutely necessary.

CHAPTER XXXV

THE SPECIAL SALE

THE object of a special sale is usually of a two-fold nature. First, to make a noise; to attract attention; to draw more people to the store; to increase sales. Second, to close out lines that have been purchased at a particularly attractive price, or to reduce the stock of some line that has been a slow seller or of which too many were purchased, in as short a time as possible.

The result, as stated in a previous chapter, is usually an increased business at an increased profit and the making of many new friends for the store.

The necessity of a sale arising, or it being found desirable to hold a sale for some reason, it must have a name. More depends on the name than would appear possible to the casual observer. A poor name has been known to kill a sale that should have been eminently successful. "Special Sale" is hardly sufficient now to attract attention, it has been used so often that it is often overlooked in the search for something new.

The name selected should be novel if possible; it should mean something; it should be such that the name can be used as the text for the introduction of the advertisements. It may consist of the name of the article and the word "sale," such as, "Shoe Sale," "Shirt Sale" or "Hat Sale." It might allude to the time the sale is to run, such as "Nine Days Sale," "Friday Bargain Sale," or "Two Weeks Sale." It might be called a "Success Sale" or a "Prosperity Sale" and the introduction, or reason why of the sale be along the lines of "having had a good season, desire to share prosperity with customers." A list of sales names that have been successfully used can be found at the close of this chapter.

Having decided to have a sale and selected a name for it, the preparations begin. First of all the goods must be there to be sold. It is folly to advertise a line of goods at a very low price only to have them all sold an hour after the sale opens. People must not be disappointed in this way. Have plenty or say there are only a few which will all be sold out early in the day.

The usual method of advertising a sale is to make special announcements in the newspapers, using large spaces; by announcing the event through circulars mailed to the firm's list of prospective customers, and by house to house distribution. Special interior and window displays also form an important part in advertising a sale.

The newspaper advertising of a sale is very important. There is no way in which a merchant can waste money so easily as in newspaper space. It can be wasted by using too little space as easily as by using too much.

If it is thought desirable to announce the sale before hand, and it often is, the first advertisement need not be large. In cases where space is comparatively cheap, a space of five inches double column deep, would be ample. This advertisement will merely announce the preparation of the sale, the date upon which it is to open, and give just enough information to make the public curious. In some cases it may be desirable to make two or even three announcements like this, before the day the sale opens. In this case, a little further information should be given each day as the time of the sale approaches.

A live merchant began advertising a special clearance sale by arousing public curiosity. He had the word "Listen" inserted between every news article in his daily paper for several days previous to his announcements of the sale. This started people wondering at first, then to talking about it and asking one another what it meant. In the course of time a page advertisement was inserted and a "Listen Sale" was inaugurated.

By this simple means this merchant derived double value in his advertising. People talked about the odd name for the sale and advertised it. They talked about the merchant and congratulated him upon his original ideas. He was held up before all eyes as a splendid advertiser. A reputation of that kind is usually as good as a bank account.

The day before the sale the great advertisement should be used. In this advertisement full information should be given. Prices should be quoted, and goods described. Usually this large advertisement will hold the attention of the public for several days. The day of the sale, however, should see an advertisement announcing that there are plenty of bargains remaining, that assortments are just as good as ever. This advertisement need not be larger than the usual space used by the firm. The following day, or on Friday, for Saturday's trade, a larger advertisement should be used. In this way during the time of the sale, the advertisements might alternate, large spaces with smaller ones. When the sale begins to show signs of dying a natural death, it should be revived by large advertisements. If this does not revive it, let it die—the public is satiated.

The size of these large advertisements must be determined to a great extent by two things: first, the cost of the space; second, the custom of the town. If it is customary to use half pages to announce the bargains at special sales, a merchant can hardly expect quarter pages to make the sale a success. The cost must be considered, it is true, but



the large advertisement, the king-pin of them all, must be as large as that used by others in the same paper, and sometimes even larger. The size of the space used has become so closely associated in the minds of the public with the importance of the event that large spaces pay better in these cases than smaller ones, even if the announcements are inserted fewer times.

It is sometimes possible to place a limit on the length of these special sales. If the merchant has held many of them, he knows pretty well just how long it will take to dispose of the lines to be sold. In that case he can announce the sale for so many days, and thus concentrate the business within that time. But if he is supplementing the sale goods from his regular stock, as is often done when seasons are fairly well advanced, or when stocks are unusually high, he will wish to continue the sale as long as any interest is shown. He will find that a large advertisement used whenever interest seems to lag, that interest is again revived.

In the advertisement of Brill Bros. there is entirely too much matter for the size of the space used. It is too crowded and presents a prosy appearance. In its original size, eleven inches by three columns, it was perfectly readable but particularly uninviting to every one who was not anxiously on the lookout for a suit. The prices are displayed in a tempting manner, being four lines deep. Note the phrase "Get the Habit," which is used in all their advertisements.

A study of the Brownsville Woolen Mills Store shows us an advertisement the direct opposite in many ways to that of Brill Bros. The display is all that one could ask for. It attracts the eye. The cut, the headline, and the price are all so prominent that one could not miss seeing them. Yet it is not a good advertisement. In Brill Bros.' advertisement we find too much said for the size of the advertisement, but not too much to give full information about the sale and the suits being slaughtered.

In the Brownsville advertisement there is not enough information given. "100 men's suits worth $12.50, $13.50 and $15.00, now $8.50," does not tell us whether they are light or dark patterns, two or three pieces to the suit. It doesn't give us any particulars of the cut,



whether they are single or double breasted. We simply must go to that store to find out what kind of suits they are. We can only judge the value from the quotation of prices. On the other hand, one reading of Brill Bros.' advertisement convinces us that the suits are really excellent value. Good sensible reasons are given why the cut in price is made and a reading will easily show us whether the suits are likely to suit us or not, for they are properly described.



Wageman, of Cleveland, believes in cuts. He has one in this advertisement occupying three-quarters of the space. It is really good too. But words are sometimes more profitable than cuts. In this case prices are quoted just as they would be in a price-list where you have to turn back to a certain page to find out what the article is like. Unfortunately, there are no pages back of this list to turn to, unless it be a competitor's advertisement. Descriptions of goods should proceed or follow price. Price is of no use unless a description is given of the article priced.

Read the introduction and argument. What do you make of it? Simply that there is an epidemic of "Sales" just at that time. Wageman takes his fling at them, casts suspicion upon them, and then turns around and blows about what he is going to do—not what he is doing. Nor does he give any reason why he is doing it. He then turns around meekly and says, "If you've confidence in our goods—confidence in our statements, and need anything in our store—we're ready to serve you at these prices." "If!" "If!!" "If!!!" "If," should never appear in any advertisement in this manner. Drop the "if" altogether. Say, "when," instead. That's meek enough.

The Brownsville and the Wageman advertisements are lacking in many essentials that should characterize a sales advertisement. They lack first of all that "tempting power" that is necessary to draw trade. Both are attractive advertisements as far as eye attraction goes, but they are not satisfying when read. They do not even rouse curiosity other than a mere casual thought of, "I wonder what kind of suits they can be at that money?" Brill Bros.' advertisement is a model of its kind. It is convincing, it is satisfying, it arouses an interest in the suits advertised and we find ourselves curious enough to step on a car and go to see what we shall see.

I. Rude, the little tailor, starts off with a big lie. He then explains that it really amounts to a give away, but no prices are mentioned. One immediately imagines the salesmen in that store sizing up each customer as they come in, setting a price on them. If they should happen to strike one a notch too high it is accommodatingly reduced while you wait. This is not a good sale advertisement. There is no enthusiasm, no "hurrah" about it.

Beside the newspaper, advertising circulars or dodgers are usually used. They very often are merely a copy of the first large advertisement that appeared in the newspaper.

These are printed on a little better paper and mailed and distributed from house to house.

The window and interior displays at a special sale are of equal importance with the newspaper advertising. These displays are often overlooked entirely. Show cards and price tickets should be used in the window and the store wherever there is a place to use them. The more the better. The goods shown must not be piled up in pyramids in the windows and scattered loosely on bargain counters. There is nothing that cheapens a store like this treatment of goods. Neatness should characterize the display of cut-price goods as much as it does that of the daintiest and finest of wares.



Give Away
OF LEFT-OVER
Clothing

You do yourself an injustice if you buy a Suit or Overcoat before seeing the values we offer, actually a GIVE AWAY, considering the price these Suits and Overcoats were ordered for. The express companies returned to us a good many ordered by parties out of town, who failed to take them out. We got good deposits, and can offord to sell them for less than cost of tailoring to you. No use buying hand-me-downs and pay more when you can buy fine tailored clothing for less. As we have almost all sizes in the lot, you may be able to find something to suit you exactly. We will be open Friday and Saturday until 10:30

I. RUDE
THE LITTLE TAILOR
911 15th Street
Maker of Fine Clothes for Men and Women

Occasional special sales can be made to benefit any line of business. They offer an outlet for slow-moving stock and for special purchases at bargain prices. There is no better method known for increasing sales and profits in a short period of time. This method may be likened to the hot house forcing of the florist. By extra care and special methods he can make flowers grow out of season. By the special sale method a merchant can produce business in dull seasons.

This method of doing business means that the merchant must be aggressive and alive. There is considerably more work and worry encountered in special sale methods than in the take-things-easy-let-business-come-if-it-will style. The firm who undertakes to force business is always the successful one—the other exists merely on sufferance.

A List of Successful Sales Names

Some of these sales are of minor importance while others have been the means of selling thousands and hundreds of thousands of dollars worth of merchandise in an incredibly short space of time. In most cases the name suggests the methods followed in presenting the sale before the public.

These sales names have been taken from advertisements that have actually appeared during the past two years and are therefore the latest ideas in sales names. There are thousands of others that might have been selected, but there are a sufficient number given here to assist any advertiser in selecting a suitable name for his sale.

A stupendous five-day sale.
Mid-winter riddance sale.
General reduction sale.
Reinforcement sale.
Honest sale.
Drastic clearance sale.
Challenge sale.
The beneficial blizzard of white goods still storms the store with its January economies.
Monster department wrecking sale.
Grand ripping out sale.
The great end-of-the-season sale.
The sale the people are waiting for.
The great winning windup sale.
Remnant sale.
This is the crucial sale.
Surprise sale.
Unloading sale.
The seven-day sale.
Great determination sale.
A clearing sale that will clear.
The summer adjustment sale.
A sale of little things.
Annual public benefit sale.
All-over-the-house special sale.
Fifth birthday party sale.

The great get your money back sale.
Birthday anniversary celebration.
Our great annual silk sale.
Pre-holiday room-making sale.
Parting sale.
Daring December distance sale.
Quit-business sale.
The protection benefit sale.
The greatest of all remodeling sales.
Mill-outlet sale.
A sincere sale.
The startling sale.
Drapery sale.
Fall carpet sale.
Great November piano sale.
Annual November sale of notions.
Special cloak sale.
Great department managers' sale.
Clearing sale of gold wall-paper.
A lace sale extraordinary.
Two days' sale.
Great mid-month bargain sale.
Special sale of portières.
Liquidation sale.
Pound paper sale.
Sale of odds and ends.
A dollar dress goods sale.
September fur sale.
Last and greatest sale of summer.
Annual low price sale.
White sale.
Odds and ends sale.
Rummage sale.
Money saving sale.
September furniture sale.
Expansion sale.
Rebuilding sale.
Between seasons bargain bits.
Nine suit sale.
Dump sale of good shoes.
Keep busy sale.
Pre-Inventory sale.
Inventory sale.
Stock-taking sale.
Department managers' sale.
Trade sale.
A howling sale of ——
Two dollar sale.
Quarter-of-a-century sale.
Great one cent sale.
Room making sale.
A bargain aisle sale.
Drop curtain sale.
Golden anniversary jubilee sale.
Make-room sale.
Necessity sale.
Success sale.
Closing out sale.
Great 10 per cent. discount sale.
One day sale.
Clean-up sale.
Great pre-holiday clearing sale.
Great stock reducing sale.
The ripper sale—when we rip prices in two.
Price revisal sale.
Economy sale.
Sensational half-price sale.
Big slaughter sale.
A thrilling silk sale.
The big suit sale.
A mammoth silk sale.
A $20,000 sacrifice sale.
Sale of importance.
201st Friday bargain sale.
Rare sale.
Great shoe sale.
Noonday sale.
A very special sale.
Jobbers' and manufacturers' sale.
Free gift sale.
Great sample waist sale.
A hosiery sale.
Table day sale.
Phenomenal suit sale.
A great Friday dress goods sale.
Great discount sale.
Big cash clearance sale.
Our big end-of-the-week sale.
Grand millinery opening sale.
The fire sale.
Twelve day removal sale.
Prosperity sale.
The great cyclone sale.
Consolidation sale.
A sweeping sale.
A clean sweep sale.
Receivers' sale.
Sensational sale.
Sale of manufacturer's samples.
Sale of black silks.
Corn celebration and harvest sale.
Special purchase sale.
Clearance sale of groceries.
A sale of albatross.
Annual Thanksgiving linen sale.
Big sacrifice sale.
Sale of fern dishes.
Mid-month sale.
The greatest glove sale in the West.
Black dress goods sale.
Sale of odd curtains.
Friday shoe sale.
A slaughter sale.
Rich cut glass sale.
Great October reduction sale.
A sale of high-grade leather covered furniture.
October sterling silver sale.
Sale of neckwear.
Important waist sale.
Another mid-month grocery sale.
Enormous silk purchase sale.
Most wonderful bargain giving sale.
Money raising sale.
Hosiery sale.
Extraordinary sale.
The Saturday picture sale.
Carnival week sale.
Dissolution sale.
Extraordinary sale of gloves under regular prices.
Great sample sale of rugs in carpet sizes.
Between-seasons sale.
A great sale of small things.
Sample sale of shoes.
Great reopening sale.
September notion sale.
One week iron bed sale.
Salvage and wreckage sale.

Removal sale.
School suit sale.
Great introductory silk sale.
Our semi-annual sale.
Wash waist sale.
No excuse sale.
Friday hour sale.
Grand fall opening and anniversary sale.
Special sale of new fall styles.
Semi-annual dollar sale.
Pant sale.
Trade stirring sale.
Timely sale of household fixings.
Great special sale.
Big blanket sale.
Out-of-the-ordinary sale.
Attention sale.
Annual September lace curtain sale.
Remnant sale.
Home stretch sale.
See-saw sale.
Blue pencil price sale.
Special three days' sale.
Mammoth improvement and remodeling sale.
Great shirt sale.
Two remarkable sales.
Great re-opening sale.
Improvement sale.
Record breaking sale.
General reduction sale.
A forced sale.
Linen clearance sale.
Our summer white sale.
Great anniversary sale.
Morning sales.
Greatest of our challenge sales.
A picture sale for picture lovers.
Our May undermuslin sale.
Sale of some interest.
A gigantic sale.
A stupendous silk sale.
A gigantic silk sale.
A Christmas sale of suits.
Sale of cut glass.
Holiday sale of pianos.
Wonderful sale of new furs.
Another silk petticoat sale.
Cut glass sale.
Sale of holiday umbrellas.
A very important fur sale.
The greatest coat sale.
Gigantic unloading sale.
Big receiver's shoe sale.
Annual Thanksgiving china sale.
Boy's suit sale.
Evening sale of men's overcoats.
Sale of groceries and wines for Christmas.
Merry Christmas sale.
Sale of beautiful lingerie waists.
Domestic rug sale.
Great blanket and robe sale.
Our first fall sale.
Great special suit sale.
A grand fall carpet sale.
Clearance sale of street hats.
Inauguration sale.
Sale of carpet rugs.
A one-day drapery sale.
The Christmas sale of fancy china and rich cut glass.
Holiday sale of handkerchiefs at lowest prices.
A great watch sale.
Our glorious lace curtain sale.
Sideboard sale.
The greatest sale of women's outer garments.
Annual December sale of muslin underwear.
Special Christmas sale of furs.
Pre-holiday sale of silks.
Christmas jubilee sale.
Sale of black suits.
Bargain sale.
Holiday sale of fine furs.
Sensational holiday rug sale.
Oil painting sale.
Japanese china sale.
Meat sale.
Imported Japanese china sale.
Unusual sale of black goods.

CHAPTER XXXVI

CLEARANCE SALES

THE semi-annual clearance sale is a settled institution in many stores. Year after year many merchants spend considerable time and money on their clearance sales. They would not try to do business without the use of a clearance sale twice a year.

The semi-annual clearance sale is of vast importance to every merchant handling apparel of any kind. There is now such a marked distinction between most of the goods worn in different seasons that it is absolutely necessary to clean up each season's goods in that season. In the majority of cases, even in staple lines, it does not pay to carry any lines over from one season to another. Styles are changing so rapidly and the public are being educated to wear only stylish goods, so that a merchant risks great losses by

trying to palm off last season's styles as new. "Give us something new—something different" is the cry on every hand, and the manufacturer and retailer are eagerly trying to fulfil the demand.

In a great many cases merchants find that it pays to go into the market and pick up seasonable lines to be placed on sale at these clearance sales. These goods must be purchased at a price concession sufficiently large to yield a profit when being retailed at a reduction from regular price.

Merchants with a large outlet find no difficulty in picking up considerable stock in this way. The end of the season is still in sight for the retailer, but with the wholesaler it is different. The end of the season is past due and they are working on next season's lines. They usually have considerable stock left on their hands, some being countermands, others being returned goods, while others may never have been shipped because turned out too late. The wholesaler welcomes the retailer who approaches him with cash in his hands, and sells at a loss rather than hold them for a better offer.

The clearance sale can be made of considerable importance and can be the means of increasing a store's output to a considerable extent. The grocer even could find it to his advantage to hold a clearance sale. He can make slight reductions on lines that are ready sellers and cut the price deeper on lines that ought to be sold before their freshness is gone. In his case the advertising must be slightly different from that of the dealer in ready-made garments. He might call it an inventory sale and with considerable ingenuity bring the people to think that his sole object in selling at cut prices is to save a lot of time in measuring bulk goods and in counting the innumerable lots of small things they sell. Should he have any goods that are stale and undesirable he had better throw them into the garbage can and save himself a whole lot of trouble.

Usually the clearance sale should be made to serve two objects: First, to clear the stock of odds and ends, stickers, left-overs, shop-worn and damaged goods and any undesirable articles he may have; second, to make as many new acquaintances as possible.

Price is a magnet; low prices attract and high prices repel. A clearance sale with its huge list of low prices will draw people into a store quicker than any other means that can be used. At least a part of these new customers will stay with a store and become stanch and true exponents of the truth that "a satisfied customer is the store's best advertisement."

Besides being an outlet for goods, desirable and undesirable, the clearance sale is valuable because it acts as a business tonic. Coming as it does when trade is dull and there is very little regular trade, it livens up the store. It also helps to keep the sales force in working trim.

A clearance sale is of little use unless there are plenty of bargains. These are usually to be found in the odds and ends that have accumulated during the preceding six months. It's hardly necessary to say that the cost price should never be thought of in making the selling price of these goods. They should be marked at a price low enough to make them move out even if that price is only half of the original cost. First losses are usually found to be the smallest.

Besides the bargains, the successful clearance sale demands a number of leaders. These leaders are to be used as baits and stimulators. The leaders should be desirable goods for which there is a steady demand. If a few cents are lost on each leader sold it is made up in the general effect they have on the sale.

Several of these leaders must be offered at the opening of the sale and the rest held back. They are only to be brought forward as required to increase interest in the sale. In this manner a sale can be kept up for a month with little trouble—provided, of course, there are goods in sufficient quantities to be sold at cut prices.

As sale advertising is primarily intended to bring the crowds to the store, every available space should be given up to displaying the marked-down goods. The more lines openly displayed the more sales result from the sale. Price tickets plentifully used are a great time-saver in these special sales.

The same method should be followed in the advertising of a clearance sale as in the

special sale. The advertisements differing only in that they partake more or the catalogue of lines and prices. These prices must be cut prices if they are to be of any use in drawing people to a sale. The cut in price should be made very prominent. Large type prices emphasize the magnitude of their value in the eyes of many people so that large black-faced type should be freely used.

In the Williams Bros. Company advertisement the prices stand out clear and distinct. They center the eye upon the item in which the price is shown. A careful reading of the advertisement shows that this firm had no sooner completed their Christmas business on the 24th of December than they had begun a clearance sale on December 26th. Business must not be allowed to sleep; not even for one week could a large store afford to postpone its clearance sales after Christmas selling.

We do not favor so much space being taken up by a name-plate. A smaller one can be seen and a real small one will be found if the reader wants it. It is unnecessary to under-



The best results from a midwinter sale we ever had

Partly due to a splendid assortment of Furniture, largely due to the great reduction in price, and yet another admirable feature is that all goods are plainly marked; no guessing as to value, no uncertainty as to price, "it's all made plain." An indication of its popularity is seen by the constant changing of our windows as the different pieces are sold. We shall continue this sale during the present week and those interested in home furnishing can ill afford to miss such an opportunity.

No. 800—Dresser, in either oak or mahogany, French mirror 22x28, was $16.50, now $13.75

No. 2080—Metal Bed, bat rail head and foot with brass knobs, finished blue and gold, 63 inches high, was $12.00, now.....$8.90

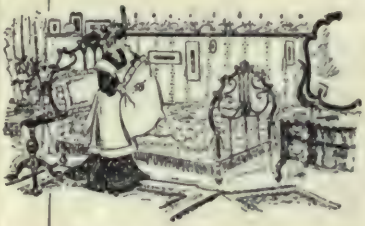
No. 741—Mahogany Princess Dresser, was $22.50, now $17.50



No. 52—Oak Dresser, pattern mirror, was $14.00, now $11.00

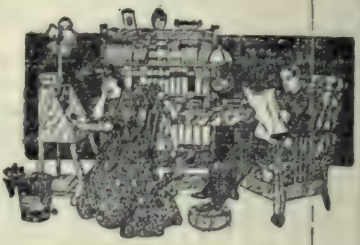
No. 74—Oak Dresser, oval mirror, was $14.00, now $11.00

No. 2—Grandfather's Clocks, price $55.00, now $37.50



No. 601—Birdeye Maple Princess Dresser, was $27.50, now $22.50

No. 643—Gold Bed, height 63 inches, was $8.50, now.....$6.75



No. 2014—Blue Enamel Bed, height 65 inches, was $7.50, now.....$5.90

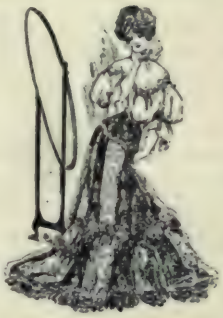
No. 2011—White and Gold Bed, height 63 inches, Colonial posts, was $8.50, now.....$6.25

No. 817—Brass Bed, 2-inch posts, swell front, height 63 inches, was $38.00, now.....$25.00

No. 647—W. O. Hat Rack, with French plate mirror, was $7.50, now $5.75

No. 93—Costumer, in all finishes was 90c, now.....65c

No. 200—Reception Chair, was $3.25, now.....$2.35



No. 22—Chairs, with arms, splendidly made, were $1.75, now... 90c

No. 81—Oak Chiffonier, with shape mirror, was $12.00, now.....$9.25

No. 79—Oak Chiffonier, with shape mirror, was $11.00, now.....$8.50

No. 700—Chiffonier, serpentine front, was $25.00, now.....$21.00

No. 100—G. O. glass door, double Wardrobe, was $25.00, now..$19.00

No. 68—1-2 G. O. single panel door Wardrobe, was $12.50, now.. $9.75

No. 55—G. O. double panel door Wardrobe, was $12.50, now..$9.75

No. 741—Birdeye Maple Princess Dresser, was $22.50, now.... $17.50

Gibson of Memphis

rule an introduction in this way to make it prominent. White space is usually more valuable. There is entirely too much under-ruling in the advertisement; under-ruling of whole paragraphs is unnecessary. If there is a word or a phrase that requires emphasizing, under-rule it, but avoid the use of too many rules in this way.

The fact that new lines at cut prices are to be added to the sale goods from time to time should be clearly stated in the advertising and emphasized strongly for the purpose of having people visit the store day after day.

There should be a large measure of enthusiasm manifest in these sales. Every sales-

man must believe that he is giving special values; he must also impress this fact on the minds of his customers. This enthusiasm should never extend as far as exaggeration, however, because that makes the advertiser out a liar. A lie is a hard thing to live down.

The advertisement of Gibson of Memphis is shown in this chapter because of its entirely different make-up to most "sale" advertisements. It may not be strictly a clearance sale advertisement but it partakes of the clearance sale nature. The furniture sale is an annual, or semi-annual, event with most of the large stores and as such may be classed as a great clearance sale event.

In this advertisement is clearly shown the strong effect to be gained by the use of white space. The cuts are so arranged as to make the whiter portion of the advertisement more prominent. There are no heavy headlines used. The one used at the beginning is in keeping with the balance of the advertisement. As a usual rule a light border is used around heavy or black appearing advertisements and vice versa. In this case the light border is used around the light advertisement adding to its prominence.

This advertisement is worth considerable study. The introduction, while not particularly strong, is good because there is no bombast, no flourish, no boasting. It is simple and reads true. Any one can tell that it is an earnest setting forth of facts. It has that ring of quality in it that many introductions lack. It does not put one on his guard against imposition by suggesting suspicion of its truthfulness.

The descriptions of the different offerings are not quite as strong as they ought to be. They are hardly full enough. The price reductions are reasonable. People of means will take advantage of these offerings—people who have money to spend. The masses will be attracted usually by an entirely different style of advertisement. Gibson of Memphis gives us an unusual advertisement, one that is worth while.

McKelvey, Youngstown, Ohio, produces an advertisement intended to reach the masses and which no doubt filled the big store to overflowing. The sale is called, "The July Jubilee," and gives us cut prices on a great many classes of goods.

The typographical arrangement is pleasing to the eye, yet as a whole the advertisement is not one that would attract attention for its strength. The lack of illustrations is somewhat made up for in the box arrangements of the two outer columns.

The first glance one gives to this advertisement rests upon the prominent prices displayed. But as there is nothing upon which one can readily concentrate the gaze the eyes are apt to wander from one price to another wondering what they all mean. The white space in this advertisement is so diffused that one sees only a mass of gray matter. It is not a restful advertisement. There are too many broken lines where there ought to be solid paragraphs.

Shepard Norwell Co., Boston, Mass., on the other hand, gives us a splendidly arranged sale advertisement. The eye does not wander from one spot to another but is immediately attracted to one of the advertisements within the advertisement. Descriptions are fuller and are not so bombastically announced. Compare the introduction of this advertisement with that of McKelvey's. In the latter there are many high-sounding adjectives, reminding one of the puffing of the exhaust pipe of a steam engine, while in the Shepard Norwell Co.'s introduction there is merely a plain announcement of the sale which is far more convincing. Both advertisements are pullers, but they are in entirely different classes. McKelvey's advertisement pulls because of the price reductions, while the Boston advertisement pulls from its great power of suggestion. McKelvey's advertisement in a Boston paper might meet with but little success, while the Boston advertisement would be successful anywhere in bringing about results.

In the following paragraphs will be found some excellent examples of sales introductions. While all trades may not be represented, there are a sufficient number to show how it is done. These have been clipped from advertisements printed in various parts of the country and show the way in which expert advertisement writers make the stories of their sales interesting. The advertiser should study every example carefully because the introduction to a shirt sale may contain an idea applicable to a shoe sale and vice versa.

Booby Sale

Consolation sale. Bargains for those who were unable to get to the first sale should be made the theme, a sort of consolation bargain list. Stimulation sale to stimulate business during quiet months. Booby sale. You've all heard of booby prizes for those who failed to secure prizes of greater honor. This (booby sale) is especially planned for those who failed to secure their share of the bargains at our January clearance sale, etc.—*A. C. Smith, Thamesville, Ont.*



STORE CLOSED BUNKER HILL DAY

The 138th anniversary of the battle of Bunker Hill will be celebrated on Monday, June 18, consequently our store will be closed on that day.

Shepard Norwell Co.

Winter Street—Temple Place—Tremont Street

HOURS FOR SUMMER CLOSING

Our business hours from Tuesday, June 19, to Saturday, Sept. 8 inclusive, will be 8.30 a. m. to 5 P.M., except Saturdays, when we will close at 1 P.M.

General Clearance Sale of Elegant Suits, Skirts and Coats

Seasonable Garments for Women at Remarkably Low Prices

On Tuesday morning, June 19, we will offer this season's choicest models in Suits, Skirts and Coats in a general clearance sale—and our patrons can readily appreciate the significance of this statement. All our tailor-made garments, of excellent quality materials, in the much wanted colors, up-to-date styles and effects, are included in this event. Make a memorandum of the date—do it now!

Women's High-Grade Suits

Large assortment of TAILORED SUITS, exquisite models, values of from $7.50 to 10.00 each. Marked down to **42.50, 50.00 and 63.00**

TAILORED SILK SUITS, plaited Eton and Bolero models, lace trimmed, having new circular and Princess skirts. Reduced to **15.00, 19.75, 25.00 and 33.50**

Also about 35 TAILORED SUITS that were $7.50 to 42.50 each, will be on sale next Tuesday—your choice **25.00**

An exceptional offering of TAILORED SUITS, consisting of this season's models, made of broadcloth, panama, plain and fancy mixtures and mohair mannish materials, various styles and colors, made to sell for 18.75 to 29.50. Reduced to **10.00, 12.75, 14.75 and 19.75**

DAINTY SUMMER DRESSES of embroidered batiste, taffeta, foulards, dimities, lawns and a complete assortment of Linen Coat Suits. Marked now, each **3.98 to 33.50**

Women's Warm Weather Coats

TRAVELLING AND AUTO COATS, in Rajah Silk, fancy mixtures, etc., full box or semi-fitted styles, 40 inches long, velvet collars or collarless, colors gray, navy, tan, black, blue and white. Special values offered the coming week at prices ranging from **6.75 to 35.00**

ETON AND PONEY COATS, exclusive and stylish models, in taffeta, broadcloth and laces. The assortment is extensive and prices quite tempting **5.00, 7.50, 8.75 up to 42.50**

ADVANCE MODELS IN AUTO COATS, elaborate creations in the Swagger Scotch plaids, having the new ripple back, with or without a lined hood, 48 inches long, attractive colorings. There are two grades represented in this new model, priced at **27.50 and 35.00**

PLAIN AND FANCY LINEN COATS in Eton, long and short models, exceptionally well made and excellent values. Choose from a large stock at **2.98, 3.98, 5.00 up to 10.75**

New Prices on Walking Skirts

WOMEN'S WALKING SKIRTS, made of broadcloth, voile, panama, mohair, homespun and mannish materials, in a large variety of plaited, circular and gored models, all sizes, waist bands up to 36. Inspect these garments and compare with those you have seen elsewhere. Our prices now **2.98, 4.50, 5.00 and up to 22.00**

SUMMER AND RUNABOUT TUB SKIRTS, in pique, poplin and linen, full line of desirable Skirts for present wear. The display for Tuesday morning will surprise you, and the prices attached insure quick decision. Come early. Prices range **2.25, 2.98, 3.50 up to 8.75**

Summer Millinery

Novel and beautiful designs in Trimmed Hats, suitable for all dress occasions.

TRIMMED HATS, smart effects in White and Black Chip, Neapolitan and Milan, also new models in Leghorns. Prices 8.50, 10.50, 12.50, 15.00 and upward.

Trimmed Hat Specials

WHITE AND BLACK CHIP HATS, in all the new and popular shapes, correctly trimmed with imported roses, lilacs and foliage, some trimmed with wings and choice ribbons, regular values 8.50 and 10.00 each. Our special price for choice **5.00**

FANCY WHITE STRAWS AND IMPORTED TUSCAN BODY HATS, effectively trimmed with silk, ribbons, flowers, quills, etc., regular value 5.00 each. Our special price for choice **2.95**

Trimmed Hats for Misses and Children

Beautiful effects in WHITE LINGERIE HATS. Each **4.50, 5.00, 6.50 and 8.50**

CHILDREN'S TRIMMED HATS, in white straws. Each **2.95, 3.95 and 4.95**

WHITE DUCK AND BATAVIA HATS, in all the newest designs. Each **25c to 4.50**

Women's Bathing Costumes

Something New—Princess Model

We have originated a new model in Bathing Suits, made of the best quality taffeta, open front or back, excellent fit, stylish garment. This costume cannot be obtained elsewhere, and we will offer two models in taffeta, each **12.50 and 13.50**

Princess Model, made of Sicilian cloth, our own exclusive design, each **7.75**

Also a Full and Complete Line of Bathing Suits for Women, Misses and Children, at

2.25, 2.98, 3.98, 4.50, 5.00, 6.75 and up to 12.50

Suit Section—Second Floor

Special Sale of Silk Petticoats

A decisive mark-down enables us to offer some extraordinary values in Silk Petticoats for Tuesday. The lots are small, but values are excellent. All the leading colors will be found in the assortment. Do not miss this opportunity. On sale Tuesday, and until all are disposed of.

One lot of 5.00 PETTICOATS marked to **3.95** each.
One lot of 7.50 PETTICOATS marked to **5.00** each.
One lot of 10.00 and 12.50 PETTICOATS marked to **6.95** each.
One lot of 18.00 and 20.00 PETTICOATS marked to **10.00** each.
One lot of 22.50, 25.00 and 27.50 PETTICOATS now **15.00** each

French Underwear

We have too many novelties in our stock of high-grade French Underwear and another reduction in prices will surely clear the assortment quickly. These prices are for Tuesday and until all are sold.

French Gowns

4.00 Gowns marked to **2.50**
5.00 Gowns marked to **3.95**
6.00 Gowns marked to **3.95**
8.00 Gowns marked to **5.95**
10.00 and 12.50 Gowns marked to **7.95**
15.00 and 17.50 Gowns marked to **10.95**

French Chemises

1.50 Chemises marked to **89c**
2.00 Chemises marked to **1.35**
3.50 Chemises marked to **1.95**
4.00 Chemises marked to **2.95**
6.00 Chemises marked to **3.95**
8.00 Chemises marked to **4.95**
9.00 and 10.00 Chemises marked to **6.95**
12.50 Chemises marked to **8.95**

French Drawers

2.50 Drawers marked to **1.25**
3.50 Drawers marked to **1.95**
4.50 Drawers marked to **2.95**
7.50 Drawers marked to **4.95**
10.00 and 12.50 Drawers marked to **6.95**

Boys' Clothing Sale

An all-round sale of boys and youths' clothing. A really extraordinary money-saving buying time long before the season is over—in order to do us good and to allow our customers the benefit of present-season wear at after-season prices. The importance of this event is best told by the price lots—arranged on special tables—but to which we add the choice of all other lines in this section at special prices—so whether you buy from any of the advertised lots or not you are bound to save money—come to-morrow.—*L. S. Plaut & Co., Newark, N. J.*

Dress Goods Sale

Most wonderful values in our dress goods—bargains greater than those offered in any previous sales. But it's the turn of the colored dress goods for a big rushing clearance—such a sale, such values, such money saved to the fortunate buyers as you'll not hear of again for many a day. Every shrewd shopper in the city will come for a share of the savings. Impossible to sacrifice more than twenty pieces of good merchandise like this—so the table full you'll find in our main aisle with the big seventy-five-cent sign on it will contain all the bargains. Risk no delay—be one of the earliest at the sale if you can.—*W. R. Lawfer & Co., Allentown, Pa.*

Executors' Sale

We cannot tell exactly when it will end. This executors' sale is a marvel even to the keenest buyer. The goodness of the goods, the smallness in prices, the rapidity with which each bargain is picked up, is a fair criterion that what we offer is away below usual selling prices. We are ferreting out all odd lots, and for Saturday's selling we have some rousers.—*The Imperial, Winnipeg, Can.*

Footwear Sales

Here's the story. We've taken from regular stock all the three, four and six pair lots. When thrown together this makes a big lot of bargains. Shoes for men, women, children and boys, small lots to clear out. Nearly 500 pairs all together. They'll be piled out on the tables, all mixed up—each pair tied together. Only four prices—98c., $1.25, $1.50 and $1.98. The size and price will be marked on each pair of shoes. Shoes of patent coltskin, velour calf, vici kid, box calf, satin calf and dongola. Lace, button and congress—light and heavy soles—capped and plain toes. Almost any kind of a shoe you may wish—probably your size. Remember, not all sizes of all different kinds. Shoes for every one—the greatest sale we've held in many a day—come dig out a pair for yourself, your wife, your husband or your children. You'll save money; it doesn't matter what pair you buy.—*Jones Dry Goods Co., Topeka, Kansas.*

A special under-price sale for a limited time only, of high-grade dependable footwear for women, children and men—footwear that is dependable in every way, stylish, comfortable and perfect-fitting, made by skilled workmen from well-selected stock. Among them are many of our own well-known makes. In this special cut-price sale we have marked all winter stocks so extremely low, so as to insure a quick and positive clear-up of this season's stocks. See window display.—*H. Leh & Co., Allentown, Pa.*

Five Cent Sale

To-morrow's big Five Cent Sale is to be the dandiest of all the Single Price events. For 5c. you have the privilege of choosing from forty articles. This great "Nickel Affair" is to be the last we are to give during March—it is to be better than any of the former single-price sales we have held, so maybe it is your duty to be here and see as much of the merchandise as you possibly can. Everything included in this "Half Dime" sale will be displayed in its respective department; yards of goods will be found at the wash and dress goods counter, ribbons and small wares can be seen at the notion and trimming section, and so on.—*Philadelphia Bargain Store, Trenton, N. J.*

Fur Sale

Come to the big fur sale. We must dispose of all our stock now. We would rather give you the advantage of our cut prices than to take them away with us. This is the greatest opportunity you have ever had to get furs below cost. Open evenings to accommodate you.—*New York Furrier Co., Trenton, N. J.*

Furniture Sales

To-day we announce the sale that Trenton folk have been waiting for—Kaufman's greatest of all February furniture sales—a sale that includes only furniture that is characterized by reliability in every detail. It is furniture that combines the ornamental with the useful, the beautiful with the durable; every piece made of seasoned wood, strongly, substantially put together; fashioned in the most artistic designs. Those who are acquainted with the unusually low prices that has made our department of dependable furniture so very popular will appreciate the extraordinary opportunity this reduction sale offers. Of course, you understand that gold trading stamps alone give you the advantage of a three per cent. discount. Then, too, there are these two very important facts that make this year's sale the greatest furniture event that we have ever announced: First—Prices on all furniture all over the country were advanced ten per cent. January 1st. We heard of this advance in prices early enough to place our orders before the change took effect. Thus we bought at the old price and can therefore afford to reduce our prices for this sale from the old prices. Second—Our furniture department has expanded greatly during the past year and you will find us well supplied with much larger and even finer assortments than we have heretofore carried. Just glance over this list, note the remarkable price clippings and then come and let us furnish your room or home at savings of anywhere from a third to a half the price usually asked.—*Kaufman's, Trenton, N. J.*

The greatest of all March furniture sales. Clearing the balance of our great purchase of sample furniture at twenty per cent. to forty per cent. less. Everything is new, bright and attractive, high-grade, serviceable qualities in artistic designs and beautiful finish. It will be well worth your while to see this magnificent stock and make a comparison of the prices we quote with those asked elsewhere for the same grade. You'll find there's a decided money-saving on every piece offered.—*Gimbel Bros., Milwaukee. Wis.*

Going-away Sale

A noteworthy "going-away" sale! Perfumery, toilet articles and rubber goods. If you are going away to the seashore, mountains or country, it is advisable to buy such toilet supplies as you'll need, before you start. The drug store at your summer resort may not have your favorite brand of this, that and the other, and besides the prices are a great deal higher than here. As we have cut our regular low prices you make a double saving by buying at this sale, which starts this morning and continues all this week.—*Wise, Smith & Co., Hartford, Conn.*

Hosiery Sale

Now for a six-day hustling hosiery sale. We have got the best of reasons for inaugurating a sale of hosiery just now. Got too much hosiery—too many late shipments arrived simultaneously. We have got the best of reasons why we should not hold a sale of hosiery just now. Indications are for a still further advance in wool. But the stock man is obdurate. Says stocks must come down. So we'll hold a sale. And it will be an event that will rival the brilliant success of our ribbon sale. Values as good, if not better. Assortments equally as comprehensive. The majority of this hosiery, owing to an advance in wool subsequent to our orders, has been made at a loss. Think then of the splendid values this sale offers in making reductions from our regular prices and them so low.—*T. Eaton Co., Winnipeg, Can.*

"Household Things" Sale

March sales: Two little words that bring you just a hint of most important savings on articles especially desired for the home—so-called "household things." Every resource of the store organization has been drawn upon most energetically to make the values more pronounced than in any sale of the past. How well we have done our work is now for you to say. The various sections concerned speak for themselves in no uncertain way, as witness the items below. The sale begins this morning.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

January Clearance Sale

Just a word if you please about the January Clearing Sale. This is the one time right after the holidays when we find we have many lines and odds and ends in fall and winter goods we would prefer to turn into ready cash rather than carry goods over to another season. Just after Christmas we also found it necessary to visit the market and stock up on a few things absolutely necessary to accommodate our trade. We found wholesale houses more than ready and willing to close out certain things at marked reductions and right here is where we saw an opportunity to pick up a splendid lot of loom ends which we feel certain our patrons will be glad to take advantage of at the very low prices we shall mark on them during the January Clearance Sale. Our purpose is to make it a rouser. A most economical buying occasion of the New Year. And at no time could we make such exceptionally low prices throughout our entire stock, and as such harmonize with the loom end bargains as we are making for the clearance sale. We want to say this, we secured a better lot of loom ends than we ever had before. All nice goods and short lengths that can be used to advantage and we feel satisfied it will be to your interest to attend this sale and take advantage of the special bargains and offers made. The economy chance is real and the opportunity to humor your taste for buying at a saving is now—during the January Clearance Sale.—*W. L. Blanks, Hamburg, Ark.*

January Sale of Lingerie

All join hands to give success and popularity to our January sale of lingerie. Of all such events this stands out alone in the limelight of the public approval. It comes each year in January, and as January is the first month of the year, so ranks this occasion on our sale list. The manufacturers of our lingerie are recognized the world round as foremost in their craft. One distinguishing feature—a charming one, the exclusiveness and distinctive beauty of the lace and embroideries they use. There are thousands of garments in this vast assemblage, each without a flaw, amply made of soft muslins, cut as carefully as our tailored garments. We have been weeks in preparing and diligently examining the samples submitted to us, carefully looking over each garment before putting on a price tag. We will sell more during this event than ever before, simply because we never found it possible to give such extraordinary values. And what is more, the saving opportunities we will offer to you will enthuse you into buying a year's supply. They are remarkable, unprecedented, marvelous, astonishing.—*Reid & Hughes Dry Goods Co., Waterbury, Conn.*

Lingerie Waist Sale

On Monday morning we will offer to our patrons some of the best values in lingerie and linen waists ever produced in this department. Every garment has been selected with the utmost care, and the display covers an exceedingly brilliant array of dainty creations for spring and summer wear. A few specials are herewith quoted.—*Shepard Norwell Co., Boston, Mass.*

Anything more dainty than this lot of lingerie waists would be difficult to find. When we decided to place them on sale for to-morrow at the price named, the head of this department made a strong protest and wanted us to sell them in the regular way and at a price in comparison with their worth, but we stuck to our first decision and to-morrow

you can buy these exquisite lingerie waists with yoke made of val lace, embroidered and pin tucked, with elbow sleeves, open back, all sizes.—*Montgomery Fair, Montgomery, Ala.*

Linen Sale

Twice a year it has been our policy, since opening this store, to show our strong buying power in the line of linens, and for months in advance we watch the opportunity to pick up everything good that comes along to sell at special prices. For the sale that starts to-morrow and continues the balance of the week, we have arranged an opportunity for private houses, boarding houses, hotels, restaurants, etc., to lay in a supply such as they've never had before. Special bargains will be the programme every day this week.—*Munger & Long, Camden, N. J.*

Millinery Sale

Beginning to-morrow morning, we shall place on sale in our millinery department, second floor, one of the greatest import orders of embroideries the store has ever had. Only a few patterns of each style, so they will be exclusive—which adds distinction to them. Of course there is always first choice. So try to be among the first, for these great values will leave the store in a very short time. And don't forget that the embroidery sale in its entirety will be held on the second floor, along with the art needlework exhibit. —*Dives, Pomeroy & Stewart, Harrisburg, Pa.*

Muslin Underwear Sales

Our annual May sale of muslin underwear commences to-morrow, Tuesday, morning. Thousands of dainty white undergarments have been gathered together for this great sale. With the superior purchasing advantages which we possess through our powerful buying organization, the sale prices will be as low as any former event of the kind, this notwithstanding the advance in the cost of all cotton fabrics, laces and embroideries. —*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

This great sale of undermuslins begins this morning, continuing three days. The garments are, without exception, entirely new styles, bought especially for this event. The collection is undoubtedly the largest the store has ever shown. Elaborate displays have been made, occupying a large part of the second floor. Whether you intend purchasing or not, a visit to the store will be highly profitable. For convenience in choosing, the garments, except the corset covers, have been divided into fifteen main groups.—*The Crescent, Spokane, Wash.*

The splendid values we are offering in our January undermuslin sale are greatly appreciated by women of forethought, as attested by the lively selling that is keeping us busy. The dainty new styles we are showing, the superior quality of the materials, the care with which each garment is made and the very low prices at which they are marked makes this sale an exceptionally fine opportunity to supply both present and future needs.—*Kaufman's, Trenton, N. J.*

Notion Sale

To-morrow we start a notion sale not alone remarkable for the unusually low prices, but also because every item in the sale is of the very highest character. Loeser notion sales are famous. This February event is the best of them all. Shrewd dressmakers and home sewers will greatly appreciate the opportunities. Clip the list and bring it with you.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Odds and Ends Sale

In the balcony to-morrow a dozen big tables will be piled full of odds and ends, broken lines, incomplete assortments, etc., from every department. Some of the articles included are more or less damaged from the great holiday rush, some are mussed and soiled from

display, others are in prime condition. We have marked prices on these goods that will sweep them out in a jiffy and everybody in reach of this store should share in the great bargain opportunities offered by this "Sweep-out Sale." Come early to-morrow and get first pick.—*McClure's, Atlanta, Ga.*

Shirt Waist Sales

Early summer sale of women's shirt waists. Six thousand spic-and-span new waists, specially made up for us, are spread before you to-day in this remarkable offering. They are waists for immediate wear, and the varieties that you will want all summer. Being made up to our order, they are in styles which we selected, and which we consider the most desirable in each material. The price reductions are quite decisive, and they are all the more emphatic because exactly these waists have been selling, and will be selling, at their full prices for probably a month or two. There is very wide variety to select from.—*John Wanamaker, New York City.*

We will inaugurate to-morrow one of those famous shirt waist sales that have gained for this department the prestige it enjoys. It will be a further demonstration of our unsurpassed buying facilities. The waists we will offer are the entire over-production of the largest shirt waist manufacturer in New York, and the prices we quote indicate that they must have been bought far below value.—*Jackson-Hoyt Co., Jacksonville, Fla.*

Shirt Sales

Another great summer shirt sale ready to-morrow—a sale that at the least duplicates the extraordinary values of last week. That sale not only stirred wide interest among Brooklyn people, but among some of the best shirt makers also. And the great distributing facilities of the Loeser store brought these makers to us with propositions to lighten their stocks. The pick of the shirts is here—those which measure up to the Loeser standard of style and fit and finish. It is an event which will arouse wide enthusiasm.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A sale of the timeliest importance to every man in Washington who has the slightest need for a new supply of shirts now, or expects to have a need later on. The shirts are "semi-soft" bosom coat shirts of finest quality imported madras, also plain. Negligee shirts of best imported madras. In both light and dark colors, showing all this season's most fashionable designs, in neat stripes, figures and checks. Detached or attached cuffs. All sizes in the lot.—*Goldenberg's, Washington, D. C.*

White Sales

To-day we commence our annual January white goods sale with absolutely the greatest bargains ever offered the Spokane public. Months ago we started to plan this immense sale. Estimates were made on the quantity it would be possible for us to handle and the market searched for the best values and the best qualities obtainable. Most people know that cotton goods have advanced twenty to thirty per cent. in the last few months, and it is therefore needless to speak of the fact that forethought has been foremost in the obtaining of such values as we offer during this sale. Some of these goods were bought over a year ago. Orders were placed with old world manufacturers to be made expressly for this store and intended exclusively for this sale. Close connection with the markets and a careful study of the conditions thereof have given us an experience and insight so that we can buy most advantagously. We want you to read our list of prices. We advise you to anticipate your season's needs and we want you to come and expect the greatest bargains ever given in anything that is white, whether it be the finest or the least expensive quality.—*Whitehouse D. G. Co., Spokane, Wash.*

The garments in this white sale are by long odds the best, piece for piece, that we have ever been able to offer before, and prices throughout every lot mean big savings, when quality is taken into account. Comparison will show that these goods are up to the high standard, and prices are positively unmatched for same quality. These few items must stand to-day as representative of a thousand others.—*H. Leh & Co., Allentown, Pa.*

Wash Goods Sale

A tremendous undertaking. Beginning Monday morning at eight o'clock, one of the greatest wash goods sales ever held in Canada will be inaugurated at Scroggie's. The wash goods chief has for weeks past been searching both home and foreign markets in order to make this grand wash goods sale without parallel, and now offers an amalgamation of the choicest, newest and prettiest weaves and designs in wash fabrics manufactured for this summer's trade. Thousands upon thousands of yards in high class summer wash fabrics will be disposed of utterly without regard to cost. To adequately describe the magnificent variety of this immense purchase borders on the impossible, suffice it to say that for volume, variety and value it is absolutely the grandest showing of summer wash fabrics ever attempted in Montreal. Above all other advantages, price plays a leading role—10c. per yard will buy any line in this list, some worth up to 30c. and even 35c. per yard.—*Scroggie's, Montreal, Que.*

CHAPTER XXXVII

LEADERS AND BARGAINS

THESE are the days of leaders and bargains. Almost every merchant in all lines of trade has used this method of advertising to a greater or lesser extent. The positive value of these business getters is so well recognized by the majority of merchants that it seems hardly necessary to even mention their power as business promoters.

Butler Brothers' Drummer, a house organ of considerable importance has the following to say on this subject:

Every now and then you hear of a merchant who makes the boast in his advertisements or mentions in his conversation that he does not hold special sales, nor sell leaders. When you meet such a merchant it will not be necessary for you to see his store to tell what kind of business he is doing.

It's a surety that he has a slow going store, turning his stock only twice a year, and selling only what his customers come on purpose to buy.

If his goods and prices are satisfactory, it is possible that he has a class of patrons who come to his store whenever it occurs to them that they need something.

By not selling leaders, nor holding special sales, this merchant is reducing his business a third to a half from what it ought to be.

Women do the great bulk of buying nowadays, and no morsel is so sweet to a woman as a bargain.

She delights in showing her purchase to a neighbor and telling that the regular price was so and so, and that she only had to pay so and so.

A lot of new goods put into a window with a card reading, "Latest Arrivals," will attract considerable attention, but the same window with a card reading, "Choice to-day 19 cents," will sell goods, and sell them immediately.

A store that makes a specialty of bargain giving practically catches business in two ways. A woman passing along sees the goods in the window and the price card announcing the special price.





She goes into the store, makes a purchase, and pats herself on the back all the way home for having secured such a prize.

No sooner does she get home than she goes right down to Mrs. Smith's house and tells her all about it.

The consequence is that the very next day Mrs. Smith will be in that store spending her money.

Nowadays the women read the advertisements in the magazines and newspapers before they do the literary pages and the news.

That is, the majority do.

And every one of them is looking for that which is eternally uppermost in the advertisement reader's mind—BARGAINS.

In fact, the leading dailies of New York, Chicago and St. Louis sell their advertising space to the big department stores upon the theory that women in search of bargains always buy the paper expressly to read the advertisements. While this theory is not a proven fact the department stores have held to it for years, and on Sunday you'll find practically all of them represented in its pages.

It was only a few years back when the leading department store of Chicago had no show window displays and no bargain department. And so wrapped up were its proprietors in their own idea of dignity that they looked upon other stores with window displays and bargain counters with a pitying sneer.

But other stores have loomed up in Chicago since then—the big ones—and their methods have brought this store to "its oats."

This store to-day has more show windows than any other department store in Chicago, and the largest bargain basements or bargain department in the world.

To-day this store welcomes to its doors the millionaire and the laboring man, and it has learned by practical experience and experiment that no store can afford to refuse to cater to the masses; that the masses spend more money for merchandise than do the classes.

To-day this store spends several thousands of dollars each week advertising nothing but bargains. If the reader of this is a merchant who has never given a bargain department any serious attention, let him take a lesson from the experience and example of the greatest money-making stores in America to-day.

Let him build within the people's minds the name of his store and "bargains" so closely allied that the mention of one will suggest the other, and then he can feel himself grow every minute of every day of every year.

"BARGAINS" is the beacon light that will turn the eyes of the people ever toward your doors.

A large clothing firm, selling exclusively clothing of their own make, used a special quality of hosiery as a



leader for the purpose of bringing people to their store. They sold these hose at no profit whatever, hundreds of dozens of them every year, for the purpose of getting the working man into their store. It proved so successful that later the firm decided to put in a furnishing department as a means of further advertising their goods.

The stock was a first-class one and embraced all classes of wares, from those used by the masses to the finest goods worn by the classes. These goods were advertised only by close prices. No effort was made to push the department except in the matter of prices. All twenty-five cent articles were sold at twenty-three cents, all fifty-cent goods went at forty-five cents, and so on. These reductions appear so small that they are hardly worth mentioning but they proved so attractive that the firm now does the largest trade in men's furnishings in the place. Leaders and bargains certainly are responsible for their success, coupled with the fact that their goods were always the best obtainable for the price.

In the advertisement of the Hub Clothing Co., Seattle, Wash., the leader principle is used. The neckwear sold on this day probably did not bring a cent direct profit, it may have even netted a loss. How many new customers were brought to the store? How





many bought other articles on which the regular profit was made? What kind of an impression did this announcement leave in the minds of the store's customers? Answer these questions and you will see the value of such advertising.

M. Freidman & Co., San Francisco, Cal., used as a leader a set of Gem Pudding dishes which were sold at considerably less than the regular price for the purpose of crowding their stove department. Their stoves were there on display for every one to see, examine and admire. They took care too, that only adults should be present by stating clearly that no children's orders would be filled.

This clever scheme was used merely as a means of getting at people who might have use for stoves. Salesmen were there to show the stoves, explain their workings and the easy payment plan offered by the firm. It was also used for the purpose of obtaining a list of names that could be used by the advertising man in circularizing. There can be little doubt that many sales of stoves during that season could be traced direct to this advertisement which did not advertise stoves at all.

Any losses sustained on the sale of these leaders is charged up to advertising account, as they are considered as a part of the advertising campaign of a store. It costs considerable to use quarter, half and full pages all the time in the large metropolitan dailies



and by means of a small advertisement and a good leader a store can be crowded at less expense than by the use of a full-page announcement.

We offer the advertisement of A. C. Barley & Co., "The Big Store" of Marion, Ind., as a good example of a bargain sale. The general points of the advertisement are good. The offering is plainly stated. The whole object of such an advertisement is not to sell these coats advertised at $6.89, although that is the ostensible reason for its appearance. It is well known that women will crowd a department for the purpose of snapping up such bargains. But it is also a fact that not always can these people be suited or fitted from the goods which make up the special offering. Many of these disappointed ones seek to allay their sorrows in other coats that are prominently shown and the usual sales result. A bargain offering not only offers the merchant a chance to do business on the article specially advertised but on other goods that are not advertised. This fact should be kept constantly in view when this kind of advertising is contemplated.

The Standard Furniture Co., Seattle, Wash., evidently are strong believers in leaders as they have a new one every Friday which they call a "Friday Special." Sometimes it is a small article such as the umbrella stand offered in the advertisement reproduced. On occasions it is a sideboard, a mattress, an iron bed, etc.

A. B. Smith Company use as leader a cheap rug which they offer at $1.95. This brings people to the store who purchase other and much more expensive rugs. The leader idea is a good one for merchants to look closely into.

CHAPTER XXXVIII

NOVEL SALES PLANS

As advertising increases so does the earnest search after original ideas continue. At first newspaper advertisements with an occasional circular letter or simple folder were considered sufficient to satisfy the ambition of most advertisers. But when every one is doing the same thing in the same way one does not seem to have any advantage over the other. This state of affairs does not suit progressive merchants. As they strive to make their stores the best stores so do they strive to make their advertising the best and most original.

There are thousands of schemes used to-day in the United States for advertising the thousands of retail stores. Perhaps no one man has ever gathered these different ideas together so as to form a complete list. In fact it would be almost impossible to compile such a list because new ones are being brought out every working day in the year.

The ideas outlined in this chapter are produced not because they are new but because they are original and novel. They are given for the purpose of furnishing the retailer with ready-made ideas that he can use with but slight changes to suit his own business.

Kaufmann, Pittsburg, Pa., held an hour sale that was slightly different to any of the following in so much that the articles placed on sale during the different hours were all different. The sale ran from nine in the morning until five in the afternoon and in reality included eight different sales, each of but one hour's duration. The advertisement reproduced shows how effectively the announcement was made in the newspapers. The clock faces show the hours at which each sale starts. This style of sale is not new but it will ever be novel and is sure to draw large crowds to the store holding one.

Geo. M. Tidwell & Company, Memphis, Tenn., recently held a "time" sale, during which they closed out their winter styles of shoes for men previously sold at $4, $5 and $6. The "time" sale began at 8 o'clock in the morning, at which time these shoes were sold at $2.19 a pair. At half-past eight, they were advanced five cents, and so on for each half hour until 1:30 in the afternoon, when the price was $2.65 per pair. This sale was continued the next day on the same plan and at the same prices. During the first two hours



of the first day 169 pairs of shoes were sold, and during the first two hours of Saturday morning 234 pairs were sold. Although there was a good sale during the other hours of the day, of course the best part of the selling was done during the earlier morning, when the prices were the cheapest. The firm used a half-page advertisement in their local paper, which showed the clock faces with the time marked each half hour and the price at which shoes would be sold at that time.

G. H. Plumer, Newburyport, Mass., used a similar idea in their suit and cloak department, only instead of raising the price at intervals they lowered it. Suits and cloaks that sold regularly at $10 were priced $10 from 8 to 9 o'clock. From 9 to 10 o'clock they were priced $9.75 and every hour thereafter the price went down twenty-five cents, or until some one was tempted to buy. There were over 100 suits and cloaks in the lot and as they were all on display in the store the changes in prices were eagerly awaited by anxious customers. As soon as a new price was announced the selection began and because of so much competition among buyers present the more desirable suits and cloaks brought good prices.

Day Bros., Winchester, Ind., used a similar plan to clear out their millinery. This is the wording of their advertisement:

"One of the features of this week's Remnant Sale will be the Boston Store's Millinery Closing. A Millinery Closing may be an innovation—something out of the ordinary—but with the Boston Store it becomes a necessity just as much as a regular spring or fall opening.

WEDNESDAY AND THURSDAY OF THIS WEEK

"Between the hours of 8 o'clock Wednesday morning and 1 o'clock Thursday afternoon, our entire stock of hats will be closed out, or given away outright. This means just as it reads, that we are giving a Millinery Closing for the purpose of selling every hat in stock, and those we don't sell will be

GIVEN AWAY—ABSOLUTELY FREE

"We can not, and will not, carry millinery stock over from one season to the next, even if we have to give away what we don't sell. This store will carry nothing but late, up-to-date millinery, fresh from the factories, patterned and designed in the leading fashion centers. At the end of each season we shall make it a rule to close out everything, and begin the next season with new, fresh goods.

PROGRAMME FOR MILLINERY CLOSING

WEDNESDAY

Every hat in the store to be put on sale and offered as follows:

From 8 to 9 A.M.	$1.50
From 9 to 10 A.M.	1.40
From 10 to 11 A.M.	1.30
From 11 to 12 M.	1.20
From 12 to 1 P.M.	1.10
From 1 to 2 P.M.	1.00
From 2 to 3 P.M.	.90
From 3 to 4 P.M.	.80
From 4 to 5 P.M.	.70
From 5 to 6 P.M.	.60

THURSDAY

All hats remaining unsold from Wednesday will be closed out as follows:

From 9 to 10 A.M. ..... .50
From 10 to 11 A.M. ..... .40
From 11 to 12 M. ..... .30
From 12 to 1 P.M. ..... .20
From 1 to 2 P.M. ..... .10

At 2 P.M. on Thursday should there remain any hats unsold they will be given away, absolutely free."

The Busy Boston Store, Marion, Ind., improved on these plans by having what they called a "See-Saw Sale." It was largely advertised and was most successful. The explanatory introduction of a large circular distributed by thousands reads as follows:

"This is the second sale of its character ever given in Marion. If you want bigger, better and more bargains than you have ever had offered to you in a single day attend the See-Saw Sale which begins at 8 A.M., Saturday, Aug. 12th, and continues until 6 o'clock in the evening. During the first hour the first ten items (quoted in the circular) will be placed on sale at a very small fraction of their regular price. At 9 o'clock and each succeeding hour the price will be slightly increased. The seventeen other items comprising the list will be started at their real worth (or less) and will drop each hour, including the last hour of the sale. For instance, when 5 o'clock comes, ladies $6.50 waists, which were started in the morning at $6.00, will be sold at $1.50. Large huck towels, which were started in the morning at 10c., at 5 o'clock will be offered at 1c. Provided, of course, any are remaining at that late hour. We have no way of knowing just how soon these lots will be closed out. Some may be gone by 9 o'clock in the morning, others may hang on until the price gets so low that it fairly forces the sale. There is one thing certain: you can't lose, no matter at what time you buy. There will be no reserve on anything offered. Make sure of getting the cream of the offerings by coming early and staying late."

The arrangement of the ascending and descending prices is a good one. Such a sale as part of a clearance or other sale should be a good feature. The crowds would come early to take advantage of the low prices on those priced low to start with and would hang around to pick up the bargains that were getting lower in price each hour.

It can also be so arranged that the items which change in prices are all in different departments and thus almost force the bargain hunters to visit every department of the store before leaving.

The "Star Bargains" offered by The Peoples' Store Co., Tacoma, Wash., lend themselves easily to display. In the present arrangement the design is merely symmetrical. It could have been worked into a shield or some other fanciful shape.

The store should present a "starry" appearance in accord with the newspaper advertisements. At least some of the "Star" bargains should be shown in the window and priced with star tickets. There should be star announcements pasted on the window and star window cards within it. The departments where the star bargains are sold should be decorated with star tickets and prices. The idea could be elaborated almost indefinitely.

In Wieboldt's advertisement we find a somewhat similar idea worked out. "Bargain lights" is not a bad phrase. This idea could be carried out similarly to the "star" idea by having tickets made on yellow or orange colored paper, printed and cut out to represent electric lights. The announcement might have been made plainer to the readers of the paper if the attempt to depict the dynamo had been left out altogether and a plainer type used for the headline.

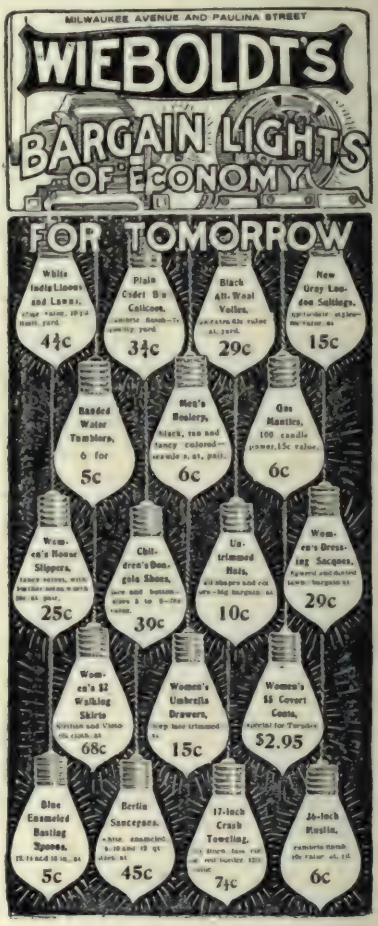
"Package" sales are by no means new, but for stores of a certain class would result in much publicity and ought to pay a good profit.

J. L. Sievert, optician and jeweler of Fort Wayne, Ind., held a package sale a few years ago just before the Christmas holiday buying began and so advertised his store that he did a very large business in holiday goods that season.

The sale was held on a Saturday morning when the town was thronged by out-of-town customers. It took only about an hour to dispose of the 2,000 packages, which fact alone shows how popular the sale was. It was planned and advertised in the following manner:



He procured 2,000 boxes, such as are used by jewelers to put their



merchandise in, these boxes were of all shapes and sizes, and each one was securely tied with a piece of colored ribbon. The boxes were deposited in the large show window of the store and left there on exhibition for two weeks before the sale. A large muslin sign was stretched across the front of the store above the windows announcing the sale. Large circulars were printed and circulated throughout the country. The daily and weekly papers contained half-page announcements concerning this wonderful "package sale" and by the time the sale was to take place the people of Fort Wayne and vicinity were pretty thoroughly acquainted with the fact that J. L. Sievert was about to have a sale. You could not buy

a box before the sale opened and have it laid away, but had to be there on the date named and take your choice when your turn came. The one drawing feature was that all of these 2,000 boxes were to be sold at one uniform price of twenty-five cents for your choice. Each box contained some article worth twenty-five cents to $15, and as there was to be no drawing of any kind it was a sight to see the immense crowd that surrounded that store at the hour the sale opened. Each one taking his turn to pay twenty-five cents, get a box and see how lucky he had been. There were 500 packages containing articles worth $1 to $15 in value, some of the articles were too large to go in the boxes and in the box was a card giving the name of the article such as a lamp, clock, fruit dish, silver tea sets, umbrellas, etc.

As it may be of interest to our advertisers to know just what articles were included in this sale we give a list clipped from one of the firm's page announcements.

LIST OF ARTICLES

now on exhibition in our show window, each and every article to be had Saturday, November 30th, for only twenty-five cents for choice of package, which will contain the following articles:

1 Beautiful Diamond Ring.....$15.00
1 Four-Piece Silver Tea Set..... 10.00
1 Eight-day Gong Strike Parlor Clock..... 5.00
1 Pair Fine Solid Gold Eye Glasses with best quality lens to suit..... 5.00
2 Elegant Silver Cake or Fruit Stands, each..... 5.00
2 Fine Silver Butter Dishes, will not tarnish, each..... 3.50
1 Ladies' Gold Headed Silk Umbrella..... 6.50
2 Sets Rogers 1847 Teaspoons, per set..... 1.50
5 Sterling Silver Souvenir Spoons, each.....75c to $1.00
5 of our best Nickle Alarm Clocks, each..... 1.25
5 Solid Gold Opal Rings, each.....$2.00 to $4.00
10 Solid Gold Ladies' Set Rings, each.....$1.00 to $3.00
25 Silver Berry Spoons, Gold Bowls.....75c to $1.50
25 Silver Gravy Spoons, Gold Bowls.....75c to $1.50
25 Silver Cream Spoons, Silver and Gold Bowls.....75c to $1.25
25 Pie Knives.....75c to $1.50
25 Silver Salt and Pepper Boxes in beautiful case.....$1.00 to $1.75
35 Solid Gold Tooth Picks, each.....50c to $1.00
35 Leaf Jellies, gold lined, each.....$1.00 to $1.75
35 Silver Cream Holders, gold lined, each.....75c to $1.75
35 Silver Sugar Holders, gold lined, each.....75c to $1.75
35 Silver Nut Bowls, gold lined, each.....$1.00 to $2.00
50 Beautiful Silver Court House Souvenir Spoons, bowls gold lined, each.....$1.00 to $1.50
50 Sets, 6 good Quality Silver Teaspoons, each.....75c to $1.25
50 Silver Bon Bons, Gold Lined, each.....75c to $1.50
50 Silver Baby Cups, gold lined.....50c to $1.00
50 Sets of 4 Rolled Plate Collar Buttons, set.....35c to 75c
75 Solid Gold Baby Rings, any size.....75c to $1.00
75 Sterling Silver Handle Tooth Brushes, each.....$1.00 to $1.50
75 Ladies' and Gents' Gold Stick Pins, each.....35c to $2.00
75 Charms and Lockets for Ladies or Gents, each.....35c to $1.50
75 Silver Sugar Shells, gold lined.....35c to $1.00
75 Silver Butter Knives.....35c to $1.00
100 Gold, also Sterling Silver Hat Pins, each.....25c to $1.50
100 Single Stone, also set of 3 Shirt Studs, each.....35c to $1.00
100 Beautiful Styles Ladies' Gold Brooch Pins, each.....50c to $1.00
100 Ladies' or Gents' Gold Cuff Buttons, each.....35c to $1.00

In addition there will be Lock Bracelets, Opera Glasses, Elk Heads, Cut Glass Tumblers, Sterling Silver Thimbles, gold lined, Sterling Silver Handle Nail Files, Ebony Handle Tooth Brushes, Ladies' Silver and Gold Bonnet Brushes, Silver Match Boxes, Combs, Trinket Trays, Sugar Tongs, Olive Dishes, Fruit Knives, etc.

This sale was not conducted for the purpose of getting immediate profit, but for the purpose of advertising the store. Such a sale can, however, be made to pay direct profits, and as the more expensive articles are likely to be of the undesirable class—the stickers and left overs—the loss if any would be no more than under ordinary clearance sale methods.

The "tag" sale a few years ago created a sensation among advertisers and is to-day just as effective when thoroughly carried out. We give here an account of a red tag sale as reported in a trade journal. The account is very thorough and shows clearly the possibilities of such a sale. Any merchant desiring to have such a sale can adopt the scheme to his own circumstances and locality.

"Although we are not in favor of sensational advertising, except under very exceptional circumstances, we give the following description of a "Red-Tag-Sale" conducted, according to all accounts, with immense success by a firm of clothiers in Galesburg, Ill., a city of 25,000 inhabitants. In fact it was so successful that the firm have decided to repeat it twice a year. It has been so widely imitated that the story of its workings may be of interest to some readers.

"The preliminary work was carefully and quietly done; carefully, so that when the proper time came the advertising could be "sprung in a bunch;" quietly, so competitors could not launch rival sales ahead of the 'Red-Tag.'

"The sale was to start on Tuesday. On Sunday the advertising men of the local newspapers were called in and arrangements made with them for the reservation of the entire back page of each of their papers for five days that week and four days of the week following.

"Monday morning the store was closed. The curtains were drawn and an enormous sign stretched across the front of the building proclaimed to the town that 'We are closed to-day preparing for our great Red-Tag-Sale, which will begin to-morrow morning.' This was the first announcement the public had of an approaching sale. The very suddenness of the thing, and the startling effect of closing a store for an entire day—which does not happen often in a small city—was of immense value from an advertising standpoint.

"That evening the newspapers published full-page ads which were set in the form of a large tag. The story of the sale was well told in the ads and some startling price comparisons were made. The newspapers gave the sale liberal reading notices that day, and both the ads and reading notices announced that on the next evening—the first day of the sale—something like a dozen balloons would be released in front of the store. A red tag bearing a number would be fastened to each balloon, and in the store windows would be articles tagged with corresponding numbers. The finders of the balloon tags could have the articles in the windows.

"In the meantime a lot of outdoor advertising matter had been prepared, consisting of one-sheet and half-sheet posters bearing a red tag, and a lot of red tags about 14 by 22 inches in size, cut from cardboard. Upon each poster and tag was a brief announcement of the sale.

"The night before opening day a gang of bill posters and distributors were put to work, and when the town awoke next morning it found itself "red-tagged" to a finish. Red-tag posters blossomed from billboards and walls and fences; every trolley pole and electric light pole bore an enormous cardboard red tag.

"The effect was thoroughly sensational, and it is not surprising that by nine o'clock in the morning of the first day of the sale the store was so crowded that people had to wait outside for chances to rush in and buy things. All day the crush continued, and for nearly two weeks after this the store was filled from early morning until late afternoon.

"The real crowd came on the evening of the first day, when the balloons went up. A band played, lots of fireworks and red fire went off, and the yells of the populace accompanied the balloons on their skyward journey. The balloons were of a good stout paper variety, of fantastic shapes and colors. Throngs of men and boys, on bicycles, in buggies and on foot, followed the airships in the hope of winning prizes. Some of them were suc-

cessful, but most of the balloons fell in fields and were found next morning by farmers who proudly hustled to town to cash in the tickets. As each ticket represented a good suit of clothes, an overcoat, or some other article of value, it was entirely worth while to find them and bring them back to the store.

"During the first week full-page ads were run in local newspapers. Next week a page was used four days and then the space was cut down to three or four columns. During the remaining week of the sale smaller spaces were used. Newspapers in neighboring towns were used liberally, with the result of starting trade to the store that previously had never come to Galesburg. All the newspapers were "worked" for write-ups and all responded liberally. On the day of the opening the local dailies each gave a column and a half news story, illustrated with pictures of the members of the firm. The next day the newspapers told of the balloon ascensions and gave the names of those who found the tickets entitling them to prizes. Mr. Selff was a good press agent, and the stories he furnished the newspapers were really interesting reading matter, so that the editorial conscience could excuse their appearance as 'pure reading.'

"This was a 'Red-Tag Sale' and every possible use was made of the red tag. The town and the country round about were red-tagged with posters and cardboard tags, the store front was decorated with red tag banners, and every article in the store bore a red tag price ticket showing in plain figures the regular price and the red tag sale price.

"I have told of the externals of this sale—the advertising, the store decoration, and such things as could be seen. These things alone, no matter how well they were done, could not themselves have made the sale a success. Back of the externals was a boundless energy and a fine enthusiasm that, working with good advertising, insured the most satisfactory results."

Brown's, Fall River, Mass., used an idea some time ago with considerable success. It was termed a Bungalow Bargain Sale. The full-page advertisement which we reproduce gives a full explanation of the idea, which could be used by smaller stores on a smaller and less elaborate scale.

It can easily be seen from a perusal of this advertisement that no expense is spared by the larger stores for the purpose of exploiting their sale ideas. The returns of profits, over and above their expenses, must be considerable or these stores would not carry out these ideas year after year. They are out after profits as much so as the smaller dealers and are willing to spend hundreds of dollars for a return of thousands. Nothing is too large for them to undertake if there is a possibility of good returns.

B. D. Mockabee, Cleveland, Ohio, held what he called, "Help-Yourself Sales" for the purpose of making dull Saturday evenings lively. Here is his own account of how they were conducted:

"My 'Help-Yourself Sales' have brought more direct results from advertising than anything I have ever tried, and they are bound to win if not sprung upon the people too often. A 'Help Yourself' for one day only is one that will draw. As I have never had any Saturday night trade, I usually have mine on that night, and the crowd is so great the people wonder what is the matter at Mockabee's.

"The first week I advertised a 'Help Yourself Sale' for Saturday night from six to ten o'clock, and for four hours my store was crowded to its utmost capacity with the most good-natured crowd you ever saw. Of course the success depends largely on the sort of bargains offered. Saturday night is a good time for it if your store is usually quiet at that time, as mine always is. Stores known as the class that cater to fine trade are afraid of sales because they think they 'cheapen' the store, and they keep accumulating odds and ends because they are too 'tony' to have a sale. In that case they can try a Saturday night sale, as their regular trade—their fine trade—do not shop at that time. This will perhaps cheapen the store for that night, but it will in no way interfere with their regular trade. Stores that are always busy Saturday night might run these sales on some day they call their dull day. Even the busy Saturday night stores can add largely to their day's sales if they have a space at the rear end where a sale of this sort can be held, as it does not require many extra people to wait on even a big crowd.

"The advertisement explains the plan—of course the goods and prices can be changed to suit individual needs.

There'll Be Another

"HELP YOURSELF"

Sale of Shoes

at

MOCKABEE'S

Saturday Night

Between 6 and 10 O'clock

If you are a woman and are willing to wait on yourself you can secure choice of 400 pairs of Ladies' $2, $2.50 and $3 shoes at $1 a pair.

The right shoe of every pair to be closed out will be placed on tables—you find the size you want, try it on, if it fits hand a clerk a dollar and secure the mate. As sizes are somewhat broken, don't attend this sale unless you are good-natured.

No goods sold at the above price before 6 o'clock. Sale ends at 10 o'clock.

MOCKABEE'S

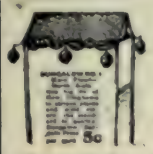
14-16 Colonial Arcade

"In preparing for this sale take the right shoe out of the regular stock carton and place it on the table. All 2½'s in one section; 3's in another, etc. Only one price on the lot. Customers come in and pick them over and try them on without any clerk's help. As I hurriedly passed through the crowd one woman handed me four right shoes and $4, saying, "I'll take these, give me the mates." It was only a moment's work to take the left shoes out of the stock boxes—one clerk can look after a dozen customers at a time in this sort of sale and keep them all good-natured, if the stock is properly arranged so he can lay his hands on the mates quickly. I use these lines at times in advertising these sales:

"'Don't attend this sale unless you are good-natured.'
"'This sale for good-natured women only.'"

This "Help Yourself" idea can be carried out in any business where bargain tables can be used. Another good way to draw crowds during a dull part of the day or week was used by a clothing firm. They offered to sell one dozen two dollar hats for one dollar apiece to the first twelve men selecting one of them that fitted. These were regular stock, freshly opened and were the usual run of sizes. As long as any of them remained they were sold at half price. A great many who came to look at these did not like the style or came too late to get their size and purchased from stock at regular prices. The offerings were not confined to hats, but was extended to underwear, shirts, clothing, overcoats, etc. Only one dozen of each was offered at half price on any one day. In this manner they obtained considerable publicity, for every man who got a bargain talked about it to his friends. The "Half-Price Sale" being a regular feature of the store for that season helped on the idea, for such a sale held only once in six months would hardly create a stir worth speaking of.

BROWN'S
"Fall River's Leading Store."
STORE WILL BE CLOSED ON MONDAY TILL 9 A. M.



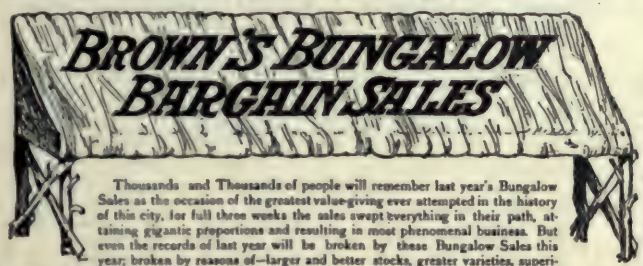


BROWN'S
"Fall River's Leading Store."
STORE WILL BE CLOSED ON MONDAY TILL 9. A. M.



Promptly At NINE O'CLOCK MONDAY Our Store Doors Open To The Greatest Economic Event Ever Known To Fall River---

BIGGER AND BETTER THAN LAST YEAR'S EVENTS---WONDERFUL IN THE GREAT SAVING OPPORTUNITIES



Thousands and Thousands of people will remember last year's Bungalow Sales as the occasion of the greatest value-giving ever attempted in the history of this city, for full three weeks the sales swept everything in their path, attaining gigantic proportions and resulting in most phenomenal business. But even the records of last year will be broken by these Bungalow Sales this year; broken by reasons of—larger and better stocks, greater varieties, superior values and for the reason that the crowds of people are bound to be here in greater numbers than ever before for every person will immediately recognize in the mere announcement of these sales—

Special Entertainments During These Sales

In addition to the bargain inducements of these Bungalow Sales, pleasurable attractions are a principal feature. Thousands of people spent hours in enjoyment at the store last year on the occasion of the sales, listening to the various attractions furnished, and it is with pleasure we announce special entertainments again to be a feature. We shall use every effort, not only that your shopping shall be most economical, but also that your spare hours may be enjoyed, and at no outlay whatever

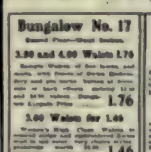




MOST WONDERFUL SAVING OPPORTUNITIES

As of last year the entire store will find itself in most unique decorations, the work of artisans to be evidenced by prettily constructed Bungalows, the purpose of which is to indicate special points throughout the store where are to be found bargains of a most extraordinary character. These Bungalow Bargains will be on sale until sold, when new offerings of equal importance will take their places. It will be a memorable bargain event far surpassing all former sales in size, variety and extensiveness. The goods offered will be the most desirable we can select, no outcast wares or inferior qualities but merchandise of the very highest quality and at such deep price-cutting and slashing as has never been equalled in this city. A partial list of Bungalow Bargains is below. Watch the papers daily for new offerings and be prepared to take advantage of the values presented.

FOR FIRST COMERS MONDAY MANY SMALL LOT SPECIALS NOT ADVERTISED



Bungalow No. 17

Second Floor—Corset Section.

3.00 and 4.00 Waists 1.76

Bargain Tables of fine lawns, and waists and dresses of fancy fabrics, fine and pin tucks, button at front, back or side; formerly selling to at 3.00 values. Bungalow Bargain Price 1.76

3.00 Waists for 1.46

Women's High Class Waists in beautiful silks and mercerized fabrics, in the very latest styles, all sizes. Bungalow Bargain Price 1.46

BARGAIN BUNGALOW No. 18

Second Floor—Underwear Section.

69c Corset Covers 39c

Women's Corset Covers, French Dress, of fine muslin and cambric, trimmed with fine laces, insertions and ribbons, slightly soiled from handling. Bungalow Bargain Price 39c

2.00 and 2.50 Gowns 1.39

3.00 to 3.50 Gowns 1.95

One lot of French Gowns, with embroidery of fine lace, Swiss embroidery and ribbons, slightly soiled from handling. Bungalow Bargain Price, choice 1.95

1.50 to 2.00 Gowns 90c

Fine lot of Nainsook Gowns, elegantly cut and finished, with fine laces and insertions, some slightly soiled from handling. Bungalow Bargain Price 90c

Bungalow No. 1

Main Floor—North Aisle.

EXTRA!

12 1-3c Lawns for 5c

One Big Lot of Short Length Lawns, by epoxy and floral effects all the new and desirable colorings, worth 12½c. Bungalow Bargain Price per yard 5c

BARGAIN BUNGALOW No. 7

Main Floor—North Centre Aisle.

Plain British Cloth Brushes, with 11 rows of bristles, fine and the best quality. Bungalow Bargain Price, each 39c

Clothespin Carrying Bags, just specially to hold clothes and not to soil them. Bungalow Price 7c

Half-dozen spools Sewing Silk, black and white. Bungalow Bargain Price per spool 21c

Bungalow Pin and Darning Needles in Pocket effect Book. Bungalow Bargain Price per book 5c

Nelson Hartford's "Linen Antique" Paper, in boxes of 24 sheets of pure white envelopes to match. Bungalow Bargain Price 25c

Bungalow No. 12

Main Floor—South Aisle.

1.25 Lace Boots 98c

Misses' and Children's Lace Boots, with patent or kid tips, all sizes throughout, regular price $1.25. Bungalow Bargain Price 98c

2.50 Oxfords 1.59

Women's Russia Calf Oxfords, welt soles, and medium heels, stitched tips, all sizes, regular price $2.50. Bungalow Bargain Price 1.59

2.50 and 3.00 Oxfords 1.98

Women's Oxfords with uppers of vici kid, in the right widths and sizes, regular $2.50 and $3.00 values. Bungalow Bargain Price 1.98



Bungalow No. 4

Main Floor—South Aisle.

69c Damask for 46c

Silver-bleached Table Damask, extra all pure linen quality, regular 69c quality. Bungalow Bargain Price per yard 46c

15c Towels for 8c

Large Size Bath Towels, also the fine bordered, soft and absorbent quality, regular 15c value. Bungalow Bargain Price, each only 8c

Big Bungalow Bargains in Basement

Brown Sheets, light color sateen finished, size 81x90 inches, regular 1.50 value. Bungalow Bargain Price 29c

Brown's Extra Fine Laundry Soap, the regular 5c cakes. Bungalow Bargain Price 10 for 25c.

Parlor Pride Sheets Polish, large cans for 10c, worth 15c. Bungalow Bargain Price per bottle 6c

Galvanized Iron Water Pails, the regular size, good and strong, worth 10c. Bungalow Bargain Price each 7c

Pure right half Crushed Soda, worth 15c per lb., only on sale at per lb. 8c

No Water Taps, best semi-plumbers, with price each 9c

Porter Pride Sheets Polish, large cans for 10c, worth 15c. Bungalow Bargain Price per bottle 6c

Galvanized Iron Water Pails, the regular size, good and strong, worth 10c. Bungalow Bargain Price each 7c

Pure right half Crushed Soda, worth 15c per lb., only on sale at per lb. 8c

No Water Taps, best semi-plumbers, with price each 9c

Bungalow No. 20

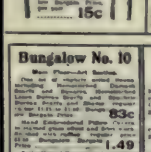
Second Floor—Upholstery Section.

60c to 75c Fabrics for 39c—Bungalow of Various Upholstery Fabrics, suitable for Portieres, Curtains, Furniture Coverings, etc., in a large variety of patterns and colorings, 50c, 60c, 75c yards long. Bungalow Bargain Price, each 39c

Curtain Swiss, regular 10c kind, with white dots 5c

Ruffled Muslin Curtains, in white effects, 3½ yards long. Bungalow Bargain Price, pair 29c

Odd pairs of Curtains worth from $2.25 to $5.00. Bungalow Bargain Price, per pair ..... 50c to 4.00



Bungalow No. 10

Main Floor—Art Section.

One lot of stamped articles, including Shirtwaist Boxes, Dresser Scarfs and Splashers, Shaving Paper Boxes, Work Bags, Table Runners, Pillow Shams, Scarfs and Doilies, regular prices $1.25 to $1.49. Bungalow Bargain Price 83c

Hand Embroidered Pillow Cases, to match your silver and dresser sets, for which we've offered regular prices $2.50. Bungalow Bargain Price 1.49

Satin Stamped Draperies, 60c to $1.00 values. Bungalow Bargain Price 50c

Pillow Covers and Centre Pieces, stamped and ready for embroidery, regular prices 25c. Bungalow Bargain Price 19c

Bargain Bungalow No. 6

Main Floor—South Centre Aisle.

Women's, Misses' and Children's Three-Quarter Length Capes, in navy, brown and black, regular prices $2.50 to $3.00. Bungalow Bargain Price, per each 1.95

White Pique Bedspreads, fine Marseilles patterns, full size, regular 1.25 value. Bungalow Bargain Price, per each 89c

Whole Bleached Sheets, with plain open hem, worth 10c. Bungalow Bargain Price 9c

Bedford's Linen Finish Thread, 6-cord, 200 yards. Bungalow Bargain Price 8c

Cambric and Silk Ruchings, assorted colors, red, tan and silk values. Bungalow Bargain Price, per yard 9c

Shirting Cottons, 36 inch width, regular price 15c. Bungalow Bargain Price, per yard 9c

Wide Swinging Satin Ties, assorted widths, regular price 1c. Bungalow Bargain Price, per bunch 1c

Art Sheet Pins, in boxes of 4c, regular price 5c. Bungalow Bargain Price, per box 1c

Bungalow No. 2

Main Floor—South Aisle.

EXTRA!

1.25 Silks for 61c

Chenet Dots, All Silk Fine Quality Taffeta Silks, in dots and stripes, all the most desirable colorings, regular 1.25 value. Bungalow Bargain Price 61c

Bargain Bungalow No. 15

Main Floor—South Aisle.

Men's White Bosom Shirts, with cuffs to match, regular $1.00 values. Bungalow Bargain Price, each 57c

Men's Reliance Shirts, Fine Cut Underwear, extra sized, all sizes, and fine values. Bungalow Bargain Price, a piece 21c

Men's and Boys' Bathing Suits, in navy, black and fancy stripes, $1.00 and $1.25 values. Bungalow Bargain Price 69c

Men's Pajamas, of fine washing fabrics. Bungalow Bargain Price 83c

Men's Modern Working Shirts, with collars attached, all regular and extra sizes, over the standard 1.00 value. Bungalow Bargain Price 37c

Men's and Boys' Collarless Night Shirts, with pocket, extra full size long, fancy trimmed, values to 75c. Bungalow Bargain Price 46c

Men's Fine Leather Belts, with a fancy nickel, with nickel or gilt metal buckles, 50c and 75c values. Bungalow Bargain Price 39c

Men's Four-in-hand Ties, choice patterns, the latest. Bungalow Bargain Price 23c

Bungalow No. 18

Second Floor—Suit Section.

1.25 to 1.50 Skirts 89c

Women's Dust Skirts, in polka dot effects, 1.25 to 1.50 values. Bungalow Bargain Price 89c

1.00 and 1.25 Wrappers 67c

Our entire stock of 1.00 and 1.25 Wrappers, various choice styles, in this sale at choice 67c

3.25 Bathing Suits 2.50

Women's Bathing Suits, fancy trimmed, in several choice styles the regular 3.75 sizes. Bungalow Bargain Price 2.50



Our Big Recreation Bungalow on Third Floor

Every one should visit our Big Recreation Bungalow on the third floor. It is found an attractive place for rest, for those tired by the rounds of a most comfortable spot. The meeting of society in entire harmony. You're invited, to make yourself comfortable and have a good time.

BROWN'S
178-188 North Main Street



Mail and Telephone Orders Will Be Filled

All orders received by mail or telephone will be filled in the order received, we place no items on any article in this advertisement, either as to time or quantity. We want every person, who desires, to receive just what they want, so if you're unable to come to the store, send your order by mail or telephone, it will be filled satisfactorily.

BROWN'S
178-188 North Main Street



This advertisement explains a novel but spectacular plan used by Brown's, "Fall River's Leading Store."

THE HOWE & STETSON CO. The Howe & Stetson Co. THE HOWE & STETSON CO.

Great Red Letter Sale

Begins Thursday Morning, February 1st, at 8.30 A. M.

WE greet the New Haven women with a sale of a most unusual nature, comprising many original features, and displaying an assortment of under-priced merchandise, unequalled in the history of good old Elmtown. The Red Letter bargains are strong in quality and striking in display, for every special will be shown by a Red Letter, which will agree with the letters of this advertisement. All you have to do is to remember your letters; also remember that every item is a money-saver---that every item has been specially reduced in price---that every item will provide a glorious prize and surprise.

"A" for Ambition is always exalted, By offering goods with prices that halt.

A also stands for an Assortment of **Women's Shoes**

This is a very excellent line of women's fine patent colt lace shoes, with tip made on the New English last. Have drop soles, Cuban heels and dull top. They are hand sewed, all perfect goods. Regular $3.50 shoes. Red Letter price, **$2.59**

"B" is for Bargains on every floor, In all the departments, right in the store.

B also stands for **Bureau Covers**

These are handsome colored muslin bureau covers with fluted ruffles and colored linings. There are 500 bureau covers that we offer for the Red Letter Sale at . . **27c**

"C" is for Customers filled with delight, Buying our specials that always are right.

C also stands for **Corset Covers**

In this lot there are four styles, torchon lace trimmed yokes, others with ribbon, rows of lace insertion and tucks. Regular 35c covers. A Red Letter Bargain at . . **17c**

"D" is for Dimes and Dollars you save, And that to customers the road you pave.

D also stands for **Dress Ginghams**

This special lot includes 2000 yds. of the best dress ginghams, such as Bates' seersuckers, Red, Said and A. F. C. in all the newest spring styles and patterns. These are regular 12½c gingham, which we offer for the Red Letter Sale at **8c**

"E" for Economy, our highest aim, By which we expect to retain our good name.

E also stands for Excellent 400 pt **Baby Shirts**

Another lot of Alma Seconds, 4 ply. The imperfections are scarcely noticeable. The styles are like those that we always carry in stock at 25c. A Red Letter Special, at **14c**

"F" is for Future of which we must think, For the choice of success is not hit by hist.

F also stands for Fine quality of **Table Cloths**

These are beautiful linen, German damask tablecloth, size 62x84. They are silver bleached, fringed with one row of open work border. They sell regularly at $1.25 each. A Red Letter Bargain at **89c**

"G" is for Greetings in your store day by day, We hope that you'll call when passing our way.

G also stands for **Gloves for Women.**

This lot includes gloves of Mocha, Reindeer and Dogskin. Excellent gloves that have been selling at $1.00 and $1.25 a pair. For the Red Letter Sale they have been marked, per pair, at . . **73c**

"H" is for Economy, for with that we shall, To make a staunch friend of each woman and man.

H also stands for **Hose for Women**

A lot of black cotton hose for women. These stockings are full fashioned, with double soles and spliced heels and toes. They are regular 25c stockings which we offer, for the Red Letter Sale, at . . **14c**

"I" is for Interest that all the folks show, Where quality's high and prices are low.

I also stands for an "Immense" bargain in **Bed Spreads**

There are 100 sample bedspreads of all kinds. The lot includes plain, fringed, cut corners, satin crochet, and so on. It's a big lot, but there is only 1 of a kind and they will be offered at a discount, from regular prices, of **40%**

"J" is for Joy that comes when you've found, Bales that with bargains always abound.

J also stands for Just one lot of **Fish-net Curtains**

This lot includes 300 pairs of brand new fish-net curtains, 3½ yds. long, made with full ruffles. Those who hope to share in this bargain had better be here early. These are worth 98c a pair, but we will offer them as a special bargain for the Red Letter Sale at **59c**

"K" is for Knowledge that every price, Turns out to be just as we advertise.

K also stands for **Kimonos.**

This is a lot of elderdown and flannelette kimonos, in red and fancy colors, and in sizes from 32 to 42. These sell regularly at 75c, $1.25 and $1.50, but we offer them in the Red Letter Sale, at **48c**

CUT THIS OUT.

I must be sure to look at the following bargains at Howe & Stetson's on Thursday. . . .

(Mark Bargains Letters Below.)

"L" stands for Looms bound to center, If business is run such a way and is open

L also stands for **Leather Belts**

A special lot of very handsome leather belts in all desirable colors and latest make. These belts have a ruffle edge effect, with 7 rows of stitching and a large gilt harness buckle. They are regular 50c belts, which we offer for the Red Letter Sale at . . **26c**

"M" stands for Money you'll save every day, If you attend sales that every one pay.

M also stands for **Moire Taffeta Ribbons**

140 yards of very fine ribbon, 9½ inches wide. Comes in the following colors:

Red	Turquoise	Green
Blue	Coral	Purple
Tan	Brown	Made
White	Ivory	Navy

We have never been selling this ribbon for less than 65c a yard. Red Letter Price, . . **35c**

"N" stands for "Nothing" that seems to a bit, We find quite amount the suit is a bit.

N also stands for Newest styles in **Men's Sample Hose**

About 250 pairs in this lot. They are samples of fancy cotton hose, mostly sizes 10, 10½ and 11. Variety of styles and colorings. Worth 25c and 35c a pair. Red Letter Price . . **14c**

"O" is for Often that customers say, "If our help is pollupt in every way."

O also stands for "Oak" tone of **Dishes**

The basement offers Dinner Plates, Tea Plates, Soup Plates, Preserve Plates, Pickle Dishes, Bakers and so on, all with handsome floral decoration in various colors. Worth up to 15c each. Red Letter price, ... **5c**

"P" is for Profit that ofs' are found, When selling a segment on any odd lot.

P also stands for **Pillow Ruffles**

These are all very handsomely colored scrim and consist of 4½ yds. of material with a cord for shirring. They are worth $1.00, but we will offer them for the Red Letter Sale for **47c**

"Q" is for Quickness in sending your things, For all of our empties seem to have wings.

Q also stands for a Quantity of **Twine Shopping Bags**

This is a lot of good, strong well-made twine shopping bags with drawstrings and two convenient handles. The size is 16 inches wide. Comes in the following colors: Red, Turquoise, Green, Coral, Purple, Blue, Tan, Made, White, Ivory, Navy. The sale price is **17c**

"R" for Returns when goods are not right, For just satisfaction you never need fight.

R also stands for **Ruffs**

Many of those stylish ruffs in black, light blue and lavender. Some have ribbon pointing others ribbon edge and fancy trimming. Have many styles, but are priced from $1.50 to $2.25. Red Letter price, ... **77c**

"S" for Saving--important to you, There here in this sale, come look the goods thro.

S also stands for **Sheets**

These are full size sheets, 81x90, made from one of the best muslins extant. They are regular 60c sheets, which we offer for the Red Letter Sale, at **48c**

(But over 6 to a customer.)

The 72x90 size, worth 75c, we will offer at 59c.

(But over 6 to a customer.)

"T" is for Truth, if said or'd by me, Is bound to show a lot more than true.

T also stands for **Torcho Laces**

The lot includes, besides Torchon, some Point de Gene and Val laces, ranging in widths from 1 to 4½ inches. These were to be sold at 5c a yard. For the Red Letter Sale, at **3c**

"U" is for Useful things--what you bargain, Useless low priced things might as well be priced higher.

U also stands for an "Unusual" bargain in **Roasting Pans**

Here's a lot of Roasting Pans in four sizes. All well-made and nicely finished. These Roasting Pans have been selling from 9c to 12c each. A Red Letter Bargain at **7c**

"V" stands for Virtues and Victory too, Each day we hope to achieve something new.

V also stands for a Very unusual bargain in **Window Shades**

Just 600 opaque window shades in all colors. These are mounted on spring rollers and shades sell regularly at 25c, but we offer them for the Red Letter Sale, complete with fixtures, at **12½c**

"W" stands for a wealth of great goods, Made for all people in all sorts of moods.

W also stands for **Women's Pants**

A lot of Women's part wool ribbed pants in grey and white. These are seconds of the Pants which we offer, as an unusual bargain for the Red Letter Sale, at **25c**

"X" is for "Exellent values we give, To build up a name that nobody must live.

X also stands for an "Extremely good" bargain in **Corsets**

This lot includes four styles of deep bust, medium short and gentle shapes. They are all in perfect condition and are out of our regular stock. They sell regularly for 50c a pair. A Red Letter price, ... **33c**

"Y" is for You and your friends we'll see, Who really deserve that shopping is fun.

Y also stands for Your choice of new spring **Dress Goods**

These are gray mixtings of the new spring goods, extra good quality, 46 inches wide. These goods are worth 50c a yd. At Red Letter Sale **29c**

"Z" is for Zeal we as you all should be, To come here to Thursday these specials to see.

Z also stands for Zenith of popularity which has been reached by these **Silks**

It is an entirely new lot of extra good quality Fenland Silks, that are in each popular shade for shirt waist suits. A good range of styles sold every day. Many with dots and figures. These silks are worth 35c a yard. A Red Letter Bargain, at **26c**

THE HOWE & STETSON CO.

This sale begins at 8:30 on Thursday morning. By the way, our stores remain open until 6 o'clock hereafter, instead of 5:30. Saturday, of course until 10 o'clock.

Other firms have used what they term "Surprise Specials" with considerable success. These specials are numbered, as "Surprise Special No. 1," "Surprise Special No. 2," etc. One article is selected each week to be sold at the "surprise" price. These leaders usually bring a great many to a store for the article advertised, who purchase enough of other lines to more than make up the slight loss on the leader.

The Howe & Stetson Co., New Haven, Conn., advertisement of their "Great Red Letter Sale" is self-explanatory. The idea is merely to have the lines advertised displayed under immense letters corresponding to those in the announcement. These huge letters scattered here and there about the store are an attraction in themselves. The window displays should of course have corresponding letters on the exhibits. There are a great many ways in which letters can be utilized for bringing out unusual effects.

"Hour Sales" have proven their value to a great many merchants who have held them, but it remained for Hens, Kelly & Co., Buffalo, N. Y., to introduce "Five Minute

Sales." The low prices quoted were a magnet of powerful attracting power. The lowness of these prices assist in giving one an idea that all prices are surprisingly low.

If "Five Minute Sales" are to be made a success the prices must be ridiculously low to accomplish the purpose. These are those offered by Hens, Kelly & Co.:

5-MINUTE SALES FOR WEDNESDAY

MORNING SALES

At 9:30 A. M.
$1.00 Walking Hats of French Fur Felt at 1c

At 9:45 A. M.
12½c Ladies' Hose at 5c

At 10:00 A. M.
22c Coffee at 10c

At 10:15 A. M.
25c Scissors at 5c

At 10:30 A. M.
25c Chocolate Drops at 5c

At 10:45 A. M.
5c Hemmed Napkins at 1c

At 11.00 A. M.
5c Linen Handkerchiefs at 2c

At 11:15 A. M.
25c Men's Neckwear at 5c

AFTERNOON SALES

At 2:30 P. M.
35c Pillow Shams and Scarfs at 10c

At 2:45 P. M.
5c Toilet Paper at 1c

At 3:00 P. M.
25c Tea at 10c

At 3:15 P. M.
12½c Mittens at 5c

At 3:30 P. M.
6c Outing Flannel at 2c

At 3:45 P. M.
10c Fruit Candy at 2c

At 4:00 P. M.
$2.50 Fur Scarfs at $1.00

At 4:15 P. M.
25c Campaign 4-in-Hands at 5c

"Charity Sales" are the modern prototype of the old time "Benefit Nights" given to "Stars" in the days of the stock company. Some of these "Charity Sales" are of considerable magnitude, while others are more modest in their pretensions. The Crescent Store, Spokane, Wash., hold annually what they term an "All-Spokane Charity Sale," at which time five per cent. of the total sales are distributed among the various charitable institutions of the city. We quote here the introduction to one of their advertisements.

"For the second time Spokane's greatest store has invited the charitable and benevolent organizations of the city to share in the profits of a week's business. Nine of Spokane's representative institutions have accepted the invitation and will participate in profits of the business. Five per cent. of the entire sales for the week will be distributed among them. Representatives of the different organizations will have charge of the store on separate days, and will receive the percentage of the day's business. They will of course use every effort to induce liberal buying, that their share of the proceeds may be as large as possible. The management of the Crescent has used every effort to see that the offerings of each day are equally attractive. The regular sale programme for the month has been rearranged, that several of the best events might be given this week. Special offerings in large numbers at extremely low prices will be made from day to day, and several large events will continue all week, giving the friends of every institution an equal chance.

"Aside from the benevolent features of the sale it will, from an economic point of view, be one of the best buying weeks of the entire spring and summer. Many new things for spring will have their first showing this week. Among them are a number of extremely good values we've saved purposely for the charity sale. Our buyers have had early shipments made, in some instances, that the new goods might be ready for this event."

The preparations for such a sale must begin some time in advance by securing the co-operation of the various institutions to be represented. The organizations are asked to appoint committees to attend the sale and urge upon their friends to make their purchases on the day that is selected for them.

As a usual thing the representative charitable organizations will truly represent different classes of people. With every class being urged to buy during "charity week" a sale of this kind can hardly prove otherwise than successful. Prices must be made attractively low on a large quantity of goods, but the bulk of the lines will sell at regular prices. To show the various interests that are represented by the charity organizations of a city we quote those that partook of the profits of the Crescent Store. One day was given to each of the principal organizations, while the lesser ones were doubled up and the five per cent. divided between them.

Monday—Sacred Heart Hospital.
Tuesday—Y. W. C. A.; Woman's Hotel.
Wednesday—St. Joseph's Orphanage; Home of the Friendless.
Thursday—Salvation Army.
Friday—Deaconess Home; Crittenden Home.
Saturday—St. Luke's Hospital.

If any merchant could get committees from representative organizations like these working for him all the time he could retire in a very few years with a noble fortune. But it is impossible to expect that, but it is very easy to have them work faithfully for him during one week in each year if he follows this plan. The immediate profits will be large and the future made easy by an extensive acquaintance with his store by many who had perhaps never so much as given it a thought before.

Bernheimer's, Baltimore, held what they called a "Carnival Sale" in which were incorporated a number of sensational features that usually are found in a Mardi Gras celebration.

One of the features of their window display was three sets of figures, each set representing automatons. One of each set was a human being, while the other was the representation. A guessing contest was held and prizes offered to the persons who successfully picked out the human being from his mechanical representative. On the first day nearly 30,000 guesses were registered and over eight thousand prizes distributed.

In the store were twenty-one clowns, dressed in the most fantastic of costumes and playing on every conceivable kind of musical instrument. These entertainers kept the people amused with their antics and music and at the same time, or rather, at intervals, pointed out certain bargain features of the sale. Each offered special bargains to customers who had made purchases of a certain amount of goods on the floor on which he was stationed. For example, one clown sold shoes for nine cents to persons who could produce a sales slip showing that they had made a purchase amounting to a certain sum.

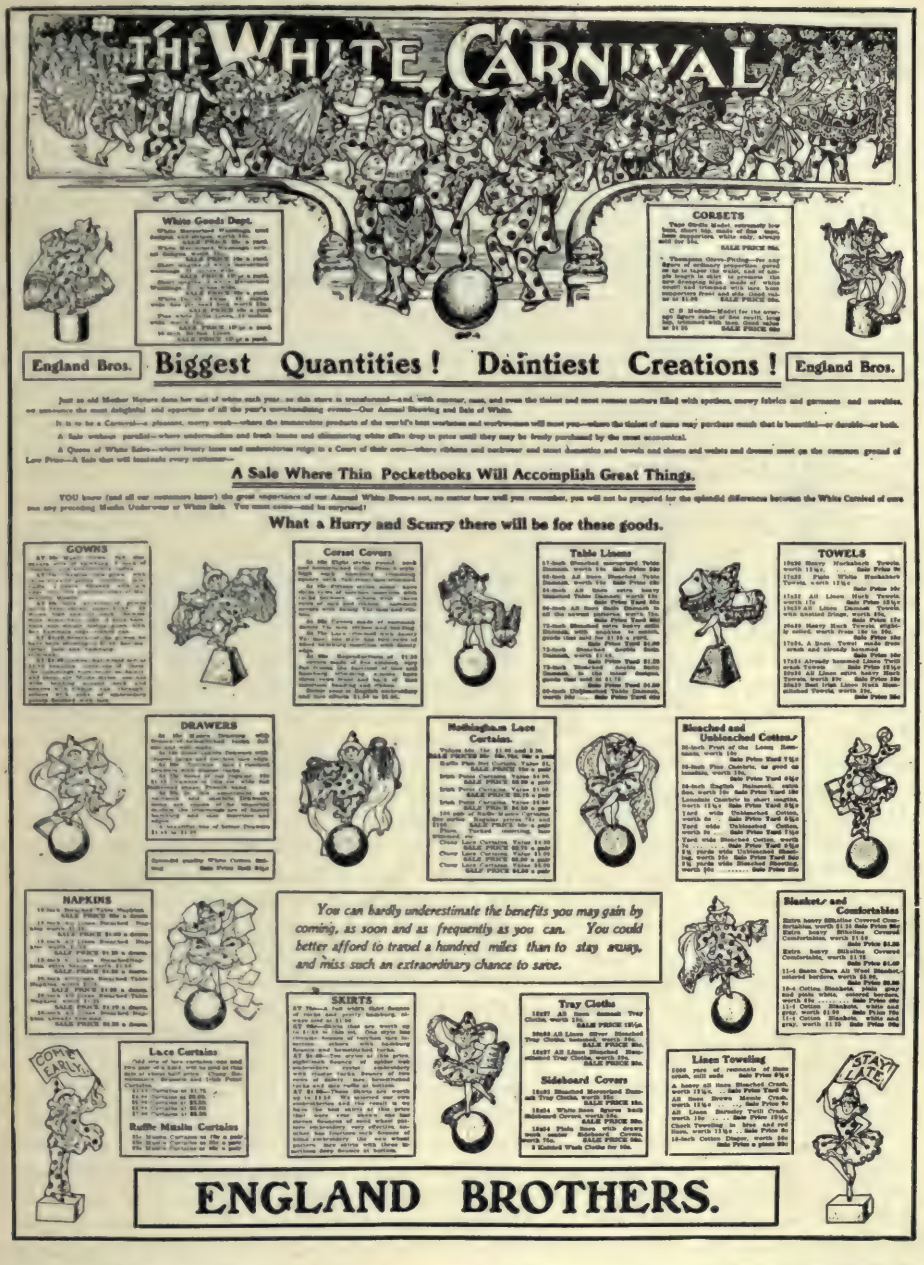
Another feature of the sale was an automatic boat. There were several seats in this boat and the persons who seated themselves in the lucky seat were rewarded by a handsome gift.

During the close of the Carnival Sale they held a baby show. Prizes were awarded to the baby in the fanciest costume, to the one in the most comic costume, to the fattest fancy costumed baby, to the prettiest baby dressed in a fancy costume and to the best and most tastefully dressed baby.

The sale was held during an entire week and each day some new and pleasing feature was added. Competitions of various kinds were held, and the people who visited the store were genuinely amused.

Such a sale, while sensational in the extreme in the eyes of the more staid Northerner, would be enjoyed immensely by the hot-blooded Southern people. They can perhaps appreciate the ridiculous and fantastic to a greater extent than can the people of the North.

England Bros., Pittsfield, Mass., called their annual white sale "The White Carnival," and introduced the Mardi Gras features in their advertisement. This advertise-
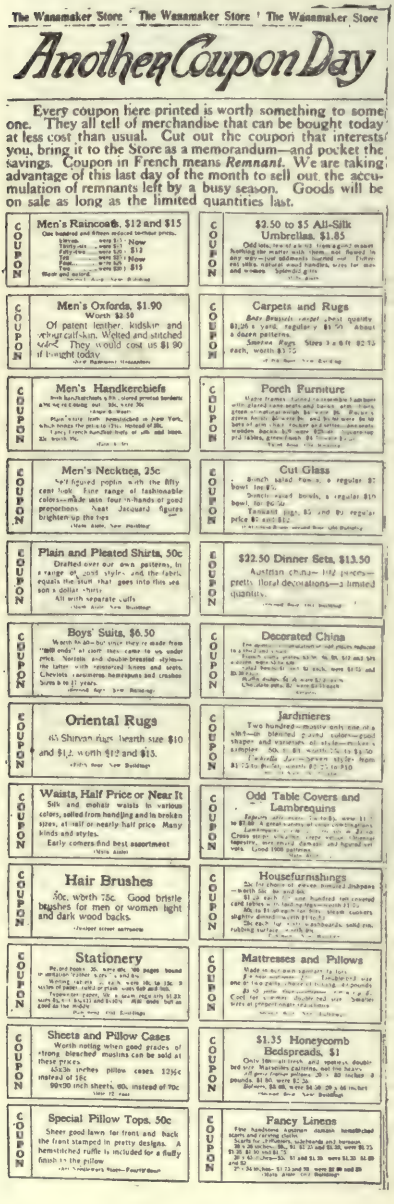


ment would be a good one to follow in preparing the announcement of "Carnival Week" in the store.

The Wanamaker Store, Philadelphia, Pa., is responsible for a new kind of coupon advertising.

The coupons are there to be clipped, but they do not have to be clipped unless one cares to do so. Their value can be received whether the coupon is presented or not. Read the introduction of the advertisement, "Another Coupon Day," and you will have the whole idea explained to you.

Any dry goods store can hold a "Week of Nations." All that is necessary is to collect together lines that are imported from the countries to be represented and add to them lines that represent those countries. As an example take Ireland as one of the countries represented. Linens and laces and lawns would be featured strongly on that day. The windows would be dressed with these goods, or where there are many windows the trimmings could be left in during the whole week. Green of course would be the contrasting color used in the decorations. Irish flags would be displayed, a performer might be employed to give Irish sketches, a la vaudeville, a singer might sing Irish airs, and many other features of this nature could be brought out.



As souvenirs, miniature silk flags of the nation represented could be distributed during the sale.

In the advertisement of John Wanamaker's New York store this idea is used in a different manner. Here we have the different nations of the earth competing with each other for supremacy in certain lines of goods. The introduction of the advertisement explains the whole scheme which is an excellent trade-winning idea.

The idea of having a sale at one price is a good one. A Dollar Sale in a shoe store, a Ten Dollar Sale in a clothing store, a Nine Cent Sale in a grocery, all have great attractions to the buying public. One merchant who had no room for superstitions exploited what he called a "Lucky 13 Sale." It was a lucky sale for him, for it was profitable.

In holding a Nine Cent Sale the figure "9" should play a considerable and conspicuous part in every price quotation. They should run, "9. 19, 29, 39, 99, $1.99, $9.99, etc.;" the more nines used the more impressive the figure becomes. The figure "9" should be displayed largely in advertisements and in windows and interior displays.

"Clover Day" at Strawbridge & Clothier's Philadelphia store is a day of unusual bargains not advertised in the newspapers. They are indicated by show cards bearing large representations of the four-leaf clover. There are several hundred special bargains in all departments offered on Clover Day. These are plainly marked by the cards and are to be found in every department. The customer must ferret them out for themselves. Clover Day comes around about once a month. In a recent advertisement the sales plan was described as follows:

HUNDREDS OF FOUR-LEAF CLOVER SPECIALS ALL OVER THE STORE—FIND THEM.

"Our Third Clover Day! We expect even greater throngs than were here on either of our former Clover Days. Again we have gathered several hundred extraordinary values,



which you'll find throughout the store, *designated by the four-leaf clover signs.* Easier to find than the four-leaf clover in the meadows, yet more interesting when you do find them; delightfully surprising, for each one is seasonable, desirable in every way, and *priced to save money. Many things under the clover signs are marked at half price—some at less.*

"We cannot describe any of the Clover specials because of lack of space and because many of the lots will probably be sold in an hour or two, but when you enter the store you will be given a little guide book which will help to locate the hundreds of extra values. We give a mere hint of what you may expect to find under the Four-leaf Clover signs—*to-day only.*"

This was followed by a list of sixteen articles priced at about half—some at even less than half. All of the articles were seasonable and were selected from all departments with a view of interesting as many people as possible.



Vorenberg's, Boston, Mass., use a sales plan that should prove a good one anywhere. People will flock to a store when there is a chance for them to get something for nothing. When the "something for nothing" is real money it should prove doubly attractive. The birthday gifts ranging in amounts of $1 to $50 were attractive. An analysis of this scheme will show its actual cost, as it is explained that every $500 is divided into 268 gifts which average in cost about $1.85. A reduction in price on 268 suits or overcoats of $1.85 would hardly appear as attractive and would not pull as well. Such schemes as this are good ones. The gift looks large and attractive.

A small store could use this idea and offer a gift with every article purchased. Supposing $200 is to be given away and the average gift was to be made 25c. It might be divided in a great many ways to produce this result, but the following would be good:

500 gifts 1 cent each	$ 5.00
200 gifts 25 cents each	50.00
100 gifts $1 each	100.00
2 gifts $10 each	20.00
1 gift of $25	25.00
	$200.00

In such a division one could be offered with every purchase, even if the purchase was for only five cents. The large number of one cent gifts will only make the scheme better, because it will cause a lot of fun and talk.

These gifts are to be divided as shown and placed in separate envelopes and sealed. They are then placed in boxes edge up and kept closely packed together so that one could not distinguish what was in it from feeling it. The customer is allowed to select one envelope and must abide by his or her first selection, whether it should prove a large or small gift.
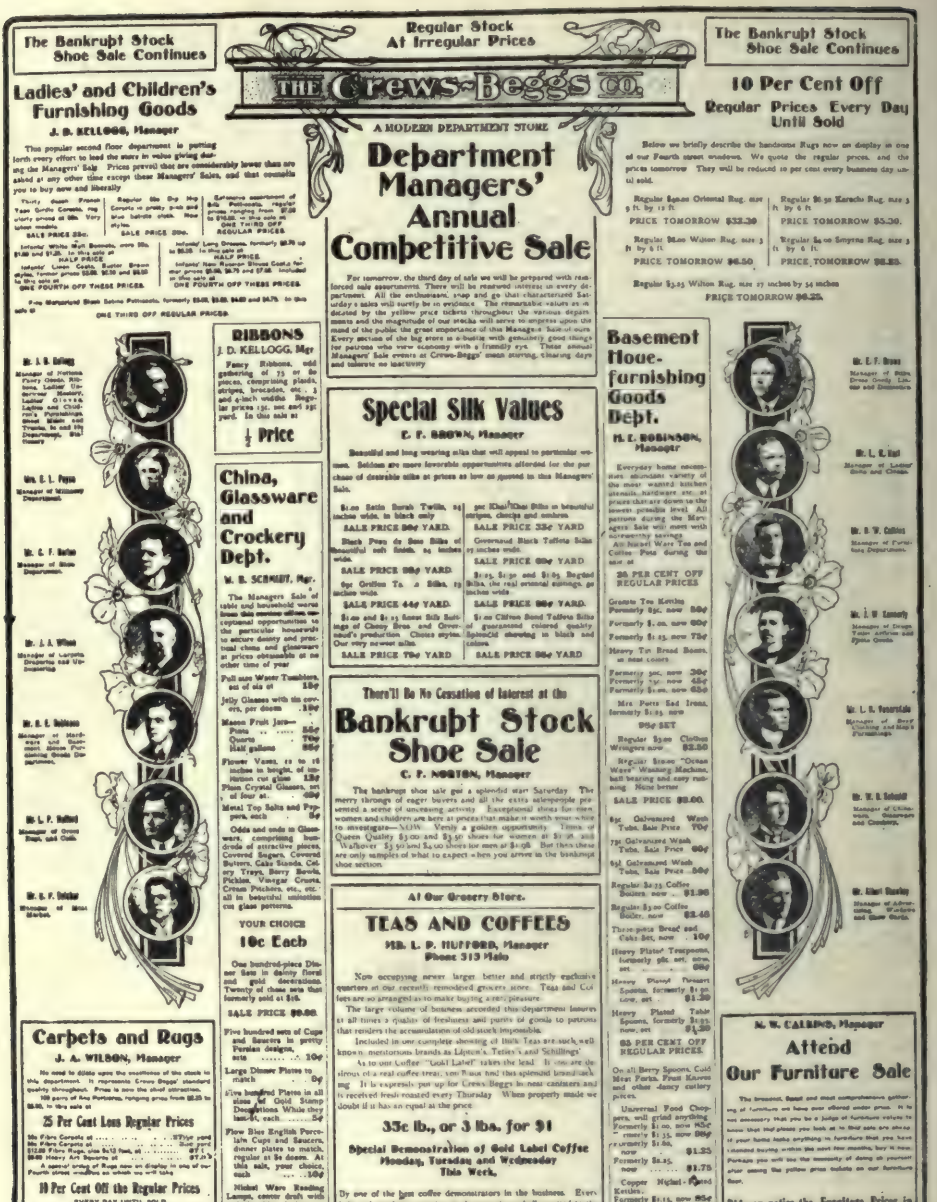
A scheme of this kind will not require a great deal of advertising, but should be sufficiently advertised so as to get it well started. When once started it will advertise itself.



Kramer's Department Store, Gaylord, Mich., held a Nine-Cent Sale that lasted a week and had some unusual features. There were a great many articles that usually sold from twelve to thirty cents, marked down to nine cents. In addition there were a number of much higher priced articles that were sold at nine cents in the manner explained in the following paragraphs quoted from their advertisements:

Ladies' Coats, Only Nine Cents

"Here is where the magical nine cent figure shines the brightest. Every one who has seen our stock of coats acknowledges that it is the best and largest assortment ever shown.



Short jackets, pony jackets, three-quarter lengths, cravenettes and silk coats. Every style you could wish for is here. The regular prices range from $4.50 to $16.50. Bring three of your friends who want coats and get the fourth coat, the lowest priced one in the purchase, only nine cents."

Ladies' Cravenettes for Nine Cents

"We have an excellent line of Ladies' Cravenettes, new empire and princess back, in shades of tan, gray, brown, black and white. This is one of the most serviceable and



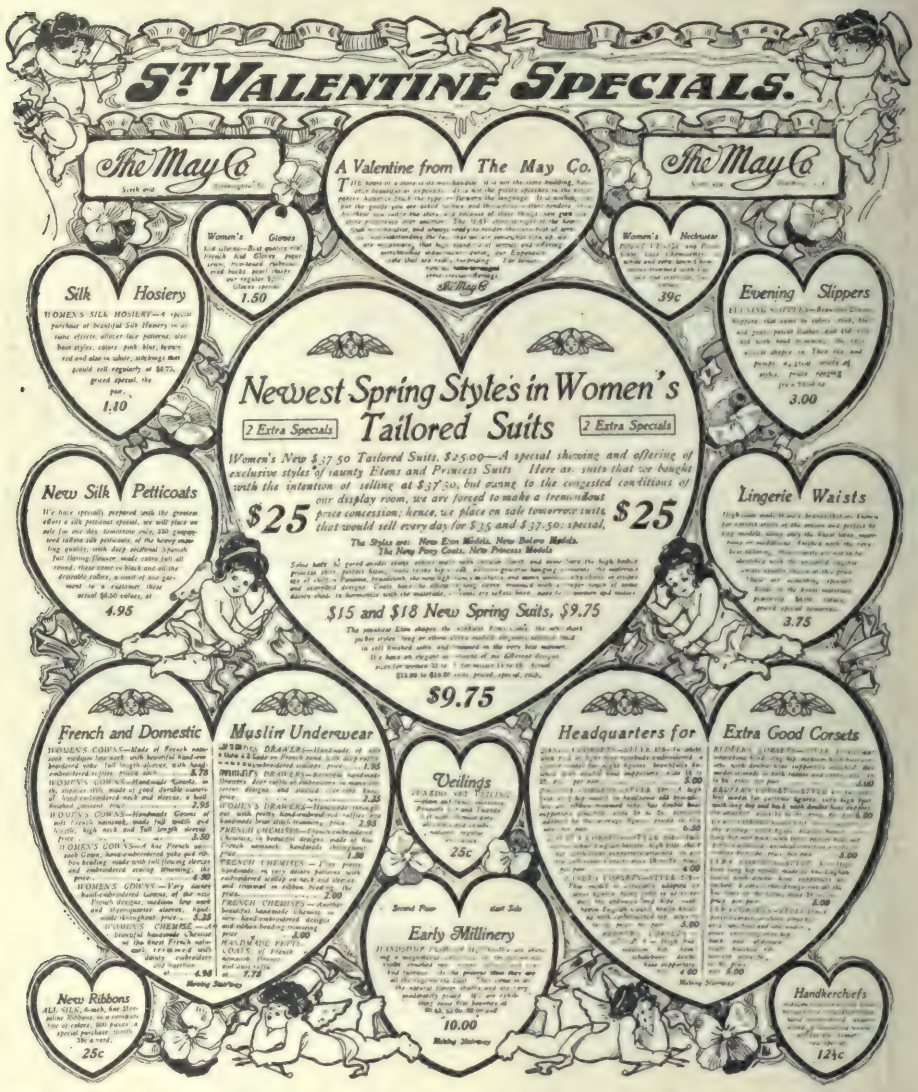
durable rain coats you can get. They are waterproof, and for driving there is nothing better. All sizes in stock. From $5 to $16.50. Try and club with your neighbors. Every fourth cravenette, the lowest priced one in the purchase, only nine cents."

Would You Like This Suit for Nine Cents?

"This is the way to get it: Bring in four of your friends who will each buy a suit of clothes and get yours for nine cents. Every fifth suit, the lowest priced one in the purchase, only nine cents."

In addition to the ones quoted above there were many other similar offers in which the third, fourth or fifth article was sold for nine cents. Some of the articles listed in this way were shoes, linen napkins, fine table linens, petticoats, waists, dresses, skirts, fine white goods, corsets, etc.

Mill and Factory Sales, Mill End Sales, Factory Sample Sales and similar sales are all good ones to use. The possibilities of bringing out good advertising ideas are increased by having such topics as these to exploit. The wholesale price of an article is looked upon by most men and women as being not only particularly low but as representing the lowest



actual value of an article. Convince the public that you are selling at wholesale prices and you have won them over. They will be satisfied with the prices and the goods. Bloomingdale Bros., New York, give us an advertisement along these lines. The number of articles illustrated and offered below regular prices make this a strong advertisement.

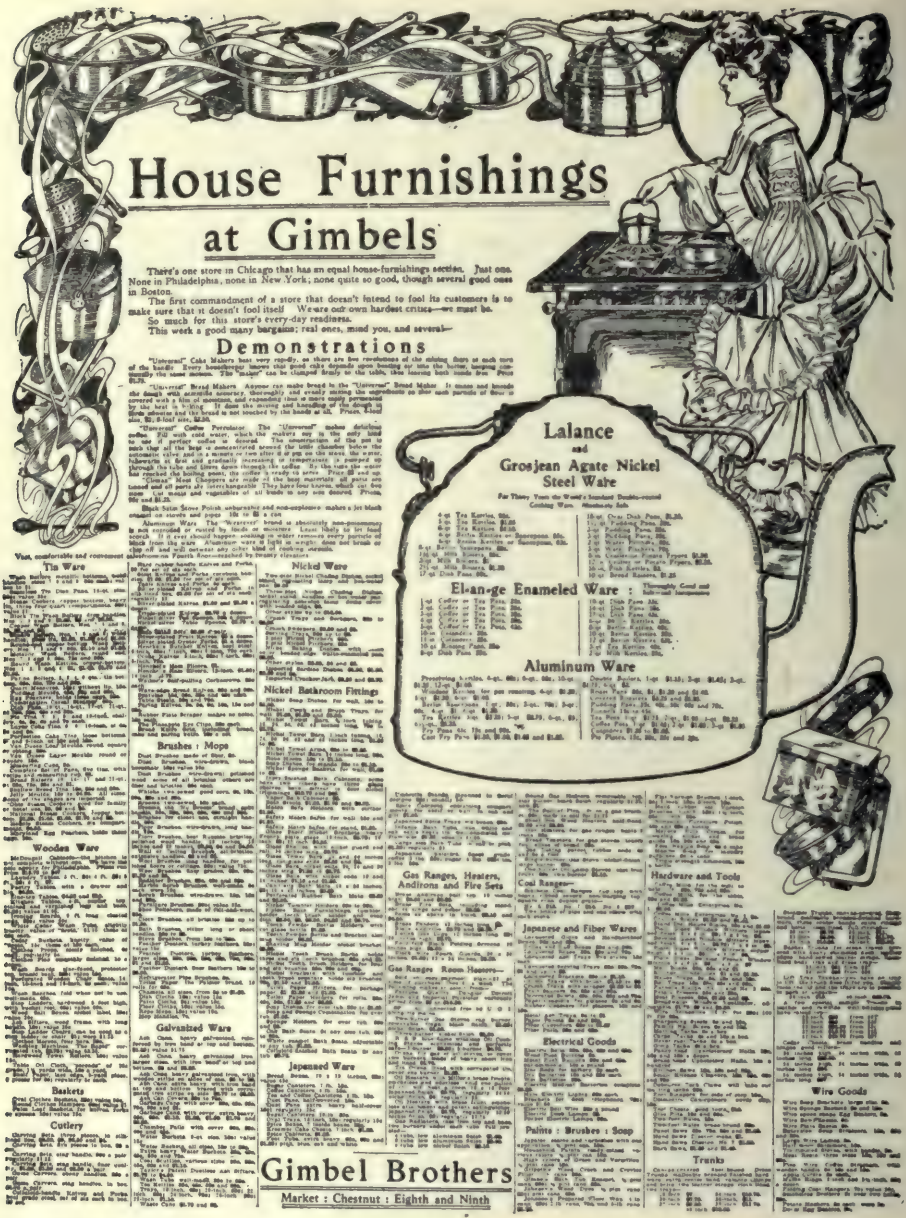
Another splendid sale plan is the Department Managers' Sale. In this sale the department managers are supposed (by the public) to take the bit between their teeth and make a grand race for the home stretch. This idea should of course be fostered in the advertising. The Crews-Beggs Co., Pueblo, Colo., advertisement illustrates clearly how such an event can be made attractive. The feature here shown of having the department managers' photographs reproduced in the newspaper advertisements should be closely followed. That is a part of the sale.

The idea of having each department competing with the others for large sales should also be strongly featured, as that produces an impression that prices will be cut pretty deeply to make quick sales.



Barr, St. Louis, Mo., advertises a special six days' sale in a very novel manner in the advertisement reproduced. More could have been made of the idea if a suitable name for the sale had been chosen. "A Great Bargain Race;" "A Tour of Bargain Specials," or some similar name would have helped to advertise this sale. The automobile with its special bargain inserted is really catchy. Even the license number tag is utilized to show up the price in large figures. Such an event could perhaps be utilized to greater advantage at times when there are automobile shows or races going on. The idea is not at all bad because it is out of the ordinary; it is original.

The May Co., Denver, Colo., show us in their advertisement how cleverly some of



the events of the year may be utilized in advertising. Their "St. Valentine Specials" is about as neat and attractive an advertisement as can be made. There is little lost room either, for the mortised hearts give plenty of space for enumerating, describing and pricing the specials offered. The ad-man of The May Co. is no doubt an artist as well as an advertisement writer if he originated this design.

The Wonder, Spokane, Wash., held a Children's Week and advertised it well. The advertisement gives up just enough space to attractive illustrations that must surely catch the eyes of eager children. This is their advertisement. The attractions at the store are such as will bring out a large crowd of youngsters. Where the children go there also

will be found the parents. There should be someone around the store to point out the different attractions, which should not be all bunched together but spread around so that mere visitors must visit all departments to see all attractions. There are hundreds of ways to attract children that are so inexpensive that they might be employed all the year around, but something special like this coupled with a distribution of souvenirs suitable for juveniles must be great for drawing trade. Of course people are invited to inspect the wares as well as the attractions before they leave the store.

"House Furnishings at Gimbels," Philadelphia, Pa. Here's an advertisement that is just crammed full of attractive offerings, so closely set together as to make one's eyes ache to read them all, and yet hundreds and thousands of women read that advertisement from beginning to ending. Many firms selling house furnishings, as here indicated by granite ware, kitchen utensils, cutlery, etc. never make any effort at any time of the year to increase their trade in these lines. They have them in stock when called for and that is all there is to it. A special week for these lines would surprise some of our staid old hardware dealers who seldom advertise in any different manner than their grandfathers did. The idea of having demonstrations is a good one to tie up to. They mean more business every time. Many housewives are using old and out-of-date methods of cooking, house cleaning, etc., because they do not know any better. Show these by demonstrations how much better the new style articles are and they will buy them. Show up the little things; they sell as readily as larger ones.

Abraham & Straus, Brooklyn, N. Y., show us how attractive thanksgiving time is. Note how they have introduced almost everything that was ever heard of in connection with Thanksgiving into the illustrations of their advertisement. The offerings, being seasonable, should have been quickly snapped up.

"Another 100 Bargains." This heading shows us conclusively that there had been one or more hundreds before this. It is also conclusive evidence that Snellenburg's former bargains were quickly snapped up or they would not be offering another hundred. For such an announcement the advertisement-writer could not have chosen a better display. Each bargain is separately boxed and labelled with its number. Some such sales plan for special bargain days could be used by any store with profit.

Workingmen's sales are usually good profit bringers, although the workingman as a whole is the hardest customer to suit in the world. His own personal wearing apparel, owing to the rough usage to which it is sometimes subjected, does not give that satisfaction and long wear that he would like, and he is apt to call the merchant a robber and a "trust." But this should not bother the merchant. This kind of feeling is only on the surface; at heart the workingman is a jolly good fellow. Produce a sale in which a workingman's wearing apparel is featured and he'll put on his Sunday best and make tracks for your store at once.

The Stumpf & Langhoff Stores, Milwaukee, Wis., produce a genuine workingman's advertisement. Every trade is represented by illustrations and it must attract the worker. The prices quoted on seasonable and appropriate articles for laboring men must make business.

Silk sales are nothing unusual. Most large stores have periodical silk sales, but it remained for Bowman & Co., Harrisburg, Pa., to produce a silk sale advertisement like the one reproduced. This is not a good advertisement because it is divided in two by the Chinese checker board in the center, and yet that is the best part of the advertisement. If the Chinese characters, or those that purport to be Chinese, were continued around the whole advertisement, enclosing it entirely, and the foolish cuts in the upper corners and lower part of the advertisement thrown out, quite a good advertisement could have been made of it. The Chinese characters, or words, will always be closely associated with that of silk manufacturing. Their use in this way is very suggestive and effective.

Scarbrough & Hicks, Rockdale, Texas, use a very good idea in their advertisement. "The road of low prices leads straight to our store." That would make a good catch-phrase for any store selling medium and low priced goods. The mile post idea is well brought out in the display of the advertisement, but are they not after all rather foolish?

THE greatest store and the greatest business in Brooklyn have been built on the foundation of PUBLIC SATISFACTION with the best service, the best assortments and the lowest prices.

ABRAHAM AND STRAUS

WE never have permitted and never will permit any one to undersell us or successfully to dispute our supremacy in any branch of our business.

Thanksgiving Offerings All Through the Store.



BE THANKFUL

That the founders of Thanksgiving Day, the sturdy old Puritans, landing on a "stern and rock bound coast" had the grit to stay there and find something to be thankful for.

That you were born to enjoy the benefits of the magnificent country they helped to create without encountering the hardships they endured.

That you live in the greatest city of that country where its benefits are most manifest.

That you reside in Brooklyn destined to be and in many ways now the greatest borough of that greatest city where you may enjoy the offers of its greatest store offers that to the Puritans would have appeared as marvelous as the miracles of Aladdin's lamp.

That in your time the strides of civilization have been and will be the most remarkable and keeping pace with them has been and will be Brooklyn's most important store.

Grocery Store Offerings.

Malaga Raisins, dessert clusters, 1 pound box, 30c., Royal Buckingham Clusters, 1 pound box, 35c.; 5½ pound box, $1.50.

Cranberries, Cape Cod's Pride, handsome as big red cherries, quart [illegible]

Mince Meat, selected quality, 3 pound glass jar, 70c. Extra home made, 3 pound glass jar [illegible]

Mixed Nuts, made up of five best varieties, all new, a pound [illegible]

Citron, Lemon and Orange Peel, use the best in the cake or pudding, 5 ounce glass pots 19c. a pound

Plum Pudding—the A & B Plum Pudding is best of all; 1 pound can 21c., 2 pound can 38c., 3 pound can, 57c., and 4 pound can 76c.

Figs, fancy layer, 1 pound box, 15c.; selected pulled, 2½ pound box 60c., and 4 pound box 76c.

Brandied Peaches, a luscious fruit with a good dinner, pint jar, 75c.; quart jar $1.50

Shelled Almonds, fancy Valencia, 45c. a pound; extra large Jordans 60c. a pound

Welsh Rabbit, all prepared, ready for the heating, taste it here, a jar for [illegible] 25c.

Third floor, West Building.

Cut Glass Offerings.

Cut glass Water Tumblers, regularly 25c., at 19c. each.

Cut glass Fruit or Salad Bowls, regularly $3.00, at $2.49.

Basement, West Building.

The Favor Store Offers

The most fascinating, original and complete assortment of odd, effective, appropriate and pretty Favors ever shown in this borough. Every corner of Europe has been traveled for them—and many of them are our own ideas.

There are most elaborate (yet very moderate priced) decorations for the table from which are to run ribbons to the plates of the guests and of course each ribbon has its souvenir of favor which is secured in a novel way.

There are Jack Roses, Carnations, Chrysanthemums of the Vegetables that grow. Fruit so natural you can almost taste it. Cakes, Potatoes, Chocolate Eclairs, [illegible] and even a fine big, tempting piece of Pumpkin Pie that is as deceiving as a railroad [illegible] paper mache.

There are Dogs, Cows, Cats and Penguins—creatures that never existed on land or sea—Roast Turkeys of every size—indeed a simply immense variety of curious and beautiful things that will add wonderfully to the [illegible] and fun of the day as well as to the artistic appearance of the table.

The prices range from . . . . 5c. to $3.00

Basement, Central Building.

Linen Store Offerings.

Heavy all linen silver bleach Table Damask, 62 inches wide, our own importation; good designs and very closely priced, at 44c. a yard.

[illegible]

Silver Store Offerings.

Carving Sets.

Carving set of three pieces, two styles—carver, fork and steel, 8½ and 9 in. blades of tempered steel, stag handles and sterling silver ferrules, $2.98 a set.

[illegible]

Art Embroidery Store Offerings.

Lace Doilies, Center Pieces, etc., for the table and a few other suggestions for the table.

Cluny lace Doilies, 7, 9 and 12 inches, 25c. to $1.70

Cluny lace Center Pieces, 22 to 36 inches, $1.25 to $15.00

Cluny lace Lunch and Table Cloths, 45 to 72 inches, $12.00 to $44.00

Cluny lace Scarfs, 20x30 inches to 20x54 inches [illegible]

Cluny lace oval Tray Cloths, 10x14 and 15x20 inches 70c. to $1.39

Italian filet lace Center Pieces, square and round $3.98 to $7.98

Italian filet Tea Cloths, round and square $4.98 to $14.50

Italian filet Lunch Cloths $20.00 to $35.00

Italian filet Scarfs $11.50 to $18.00

An assortment of trimmed Scrap Baskets suitable for dens, sitting room and bedroom $1.98 to $10.50

A line lot of Pillows, suitable for all rooms, some all leather, others velour with leather appliqué, figured silk, figured satin and embroidered Pillows 98c. to $35.00

Pretty suggestions in Novelties

Hand painted and embroidered Pin Cushions 69c. to $10.50

Figured satin Glove and Handkerchief Boxes 89c.

Silk brocade Ring Boxes, satin lined, $1.60 to $3.25

Opera Bags of novelty silks $1.85

Jewel and Money Pockets, some made of novelty silks, others hand embroidered 85c. to $7.98

Work Bags $1.98 to $3.23

Embroidered Needle Cases 59c.

Art Lace decorated Tonne Bags $1.10

Leather Telephone Books, artistically decorated $1.98

Leather Dictionaries $1.68

Combination leather and silk Saddle Bags $3.35

Second floor, West Building.

Ribbon Store Offerings.

Bows for center of table, with loops and standing ends. Bows for corner of dinner tables, with loops and flowing ends, 98c., $1.12, $1.24, $1.44, $1.68 and $1.92.

[illegible]

For the Corsage.

[illegible]

Fur Store Offerings.

Imported and Domestic Models.

The most complete display of styles for all occasions is shown in this Fur Store.

By Felix Jungmann, Paris.

[illegible]

By P. N. Grunwaldt, Paris.

[illegible]

By Frances, Paris.

[illegible]

By P. N. Grunwaldt.

[illegible]

$175.00 Persian Lamb Jackets, $125.00.

Throw Scarfs and Muffs.

[illegible]

Second floor, Front, Central Building.

Music Store Offerings.

Thanksgiving Music, at 18c.

In addition to all the latest popular songs of the day at extremely little prices, the following appropriate selections will be sold at 18c.

Calvary, Beyond the Gates of Paradise, [illegible] Beautiful Home of Paradise [illegible], the Chase Celestial by Arthur Trevelyan, the Chase Eternal, Violets, by Roma, 'Twas but a Dream, by Louise Tunison.

The Inimitable Folio of Sacred Songs . . . . 25c.

National Melodies and American War Songs sold in many stores at 49c., regularly 35c., here to-morrow at 23c.

Fourth floor, West Building.

Misses' Coat and Suit Store Offerings.

Very jaunty Dresses of fine quality cheviot, princess effect, sizes 4 to 12 years, in blue, brown and red, $3.98.

Children's Coats of [illegible] collar and cuffs of velvet, braid and gilt buttons, sizes 4 to 14 years, in blue, brown, green and red, value $7.00, at $4.60

Second floor, Central Building.

Glove Store Offerings

16 inch Suede Gloves, white, black, cream, pink and blue, $1.85.

[illegible]

Main floor, Front, Central Building.

Candy Store Offerings

French Glace Fruits, just received, the kinds that add so much to the appearance of the festive board—Pears, Apricots, Figs, Green and Golden Limes, Prunes and Cherries, at $1.34 5 lb. box.

[illegible]

Main floor, center aisle, Central Building.

Toy Store Offerings.

Games, Masks and all good amusements to fill out the evening's fun.

Games

[illegible]

Masks—All Kinds

[illegible]

Fourth floor, West Building.

The Cake.

Of course you know that for fifteen years we have been making the best cakes in Brooklyn. Once tasted you never want any cakes but these. Just as famous as any other merchandise we sell.

The Coffee.

Make it on your table with the Sternau Coffee Urn. Not only odd and attractive, but it is better, more healthful, more delicious. It's being demonstrated in the Basement. Of course use Priscilla Coffee.

Basement, Central and East Buildings.

Optical Goods Store Offering.

$6.00 Opera Glasses at $4.95.

French Opera Glasses in Oriental or white pearl, splendid lenses, each in a neat case, value $6.00, at $4.95.

Main floor, front, Central Building.

Men's Clothing Store Offerings.

Overcoats from $9.75 to $50.00, running the range from excellent low-cost ones to fine dress overcoats.

The Abraham and Straus $35.00 Dress Suit is worn by some of the dressiest men in Brooklyn. It is worth much more money.

Men's Suits $9.75 to $35.00. Special values throughout the entire line of black, blue or fancy suitings.

Men's Haberdashery Offerings.

Neckwear 45c.

[illegible] . . . 45c.

Neckwear 95c.

Folded Squares, Four-in-Hands and Ascots, in black, white and pearl, with self figures, correct shapes and high grade silks [illegible] . . . 95c.

Scarfs 95c. to $1.95

[illegible] . . . 95c. to $1.95

Main floor, Front, East Building.

Men's Hat Store Offerings.

[illegible] $3.00 Derby in the city. Cannot buy better—more money is simply paid for some name. Fine Soft Hats also, in all shapes and colors.

The $3.00 Derbies or Soft Hats lead in their class for value . . .

Silk Hats, new Fall blocks . . . $6.00

Opera Crush Hats—domestic or foreign make . . . $5.00 and $7.00

Second floor, [illegible] East Building.

China Store Offerings.

$37.00 Haviland China Dinner Sets at $29.00.

Theodore Haviland china Dinner Sets, 112 pieces, in three rich border decorations and solid gold handles, soup tureen and three meat platters included. The present price of the above set is $37.00, while they last, at $29.00 per set.

$15.00 American Porcelain Dinner Sets at $8.49. High grade porcelain Dinner Sets, 100 pieces, attractive pink floral border decoration and green enameled edge, soup tureen and all the large pieces included, the present marked price is $15.00, all to go at $8.49 per set.

Basement, West Building.

Snellenburgs

THE STORE FOR THRIFTY PEOPLE

ENTIRE BLOCK—MARKET, 11th to 12th STS.

STORE CLOSED AT 6:30 P. M.

To-morrow, Tuesday, will bring

Another 100 Bargains

All sorts of personal and household wants can be supplied at this sale at great savings. We cannot promise to fill mail orders for any of these goods

Snellenburgs

THE STORE FOR THRIFTY PEOPLE

ENTIRE BLOCK—MARKET, 11th to 12th STS.

STORE CLOSED AT 6:30 P. M.

Fancy Waistings
19c

Women's Fancy Belts
19c

Welsbach Gas Lights
29c

Children's Hats
79c

Wool Crepe
29c

Motormen's Watches
$2.25

Fancy Velveteens
39c

Housecleaning Brush
29c

Women's Winter Coats
$4.50

Women's Skirts
$2.49

Gas Globes
10c

Men's Vests
65c

Playing Cards
12c

Winter Outing Hats
49c

New Novelty Taffetas
39c

Panne Ribbon
15c

Fur Lined Coats
$14.50

Imported China Bowls
12c

Rich Cut Glass
$2.60

Dr Greene's Nervura
55c

Paper Novels
5c

Women's Underwear
15c

White Dotted Swiss
9c

Taffeta Ribbon
15c

Women's Raincoats
$9.75

Quadruple-plate Ware
75c

Cut Glass Carafes
$2.75

Tooth Brushes
9c

Infants' Shoes
44c

Women's Stockings
8c

White Lawn
5c

Silk Petticoats
$3.50

All-wool Golf Blouses
$2.25

Iron Beds
$2.90

Clothes Baskets
49c

Hand Scrubs
3c

Children's Shoes
59c

Children's Union Suits
19c

Mercerized Waistings
10c

Moreen Petticoats
$1.39

Cambric Night Gowns
75c

Cotton Mattress
$4.50

Nickel Crumb Sets
20c

Underwear Laces
3c

Women's Shoes
$1.45

Men's Socks
12½c

White Persian Lawn
20c

Sateen Petticoats
75c

Cambric Petticoats
69c

Brass Beds
$15.45

Sets Knives and Forks
59c

New Embroideries
5c

Boys' Shoes
98c

"Kodak" Trimmer
31c

Children's Dresses
75c

Game Boards
50c

Corset Covers
69c

Oak Chiffoniers
$3.30

White Ribbon Soap
25c

Embroidery Silks
2c

Men's Shoes
$1.50

"Whitely" Exerciser
$1.33

Babies' Dresses
39c

"Sherlock Holmes"
31c

Flannelette Wrappers
50c

Excelsior Mattress
$2.20

Axminster Carpets
85c

Ruffled Mull Shams
5c

Table Damask
90c

Boys' Sweaters
69c

Child's Underwaist
15c

Fancy Stock Collars
12½c

Girls' Military Reefers
$2.95

Syrup Jug and Tray
19c

Nitre Rugs
75c

Muslin Pillow Cases
8½c

Table Napkins
90c

Leather Halters
29c

Children's Drawers
29c

Boys' Knee Pants
28c

Little Girls' Coats
$1.95

Seven-piece Water Set
49c

Lace Curtain Samples
52c

Seamless Sheets
52c

Table Covers
98c

Corsets
$1.25

Children's Coats
$2.79

Flexible Flyer Sleds
$1.89

Misses' Stylish Coats
$5.00

Porcelain Fern Dishes
29c

Tapestry Curtains
$1.00

Plaid Blankets
$4.95

Linen Glass Toweling
10½c

Madras Waists
50c

17-in Embroideries
25c

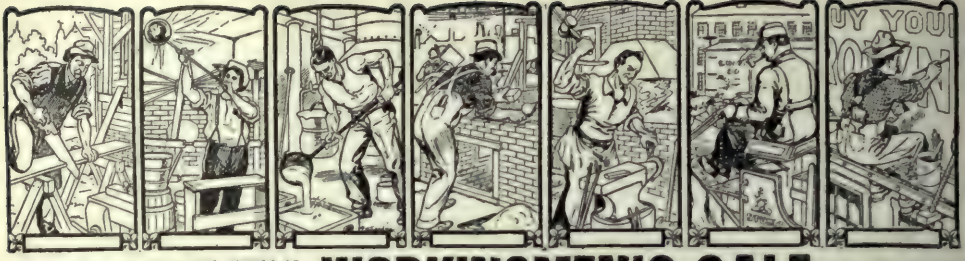
Framed Pictures
$1.00

Girls' Fine Coats
$5.00

Incandescent Mantle
6c

Trimmed Millinery
$1.00

Extra Heavy Comforts
$2.95



THE SEMI-ANNUAL

WORKINGMEN'S SALE

The Stumpf & Langhoff Stores

The event, eagerly awaited by thousands of workers of this great, industrial center as a time when their dollars carry the greatest purchasing power

OPENS TOMORROW

Values this year are the magnet of trade. It's easy to advertise bargains, but to live up to these advertised facts—to give even greater values than were anticipated by the buyer—is the one thing necessary to firmly cement the friendship of the public. We eat it all frankness, would we have been able to attract, the public to these great, workingmen's sales, year after year—would our stores be thronged day after day with crowds of satisfied purchasers—if we failed in any instance to give the great values that through honest advertising, have made these same sales a season of buying for greater Milwaukee?



Men's Black and White Striped Shirts 29c



Police and Firemen's Suspenders, ea. 15c

Clothing Values That Command the Attention

Of every man in Milwaukee. We look on this sale as a fitting time to dispose of our entire stock of winter suits and overcoats. The prices following don't half tell the story of values. Come and see for yourself.

Men's overcoats, wool vicunas, 44 inches long and well made. Made to sell and have always sold at $7.50 and $8.00, but on this sale they go for $3.75

Men's suits, all-wool and our regular $7.50 and $10.00 values. Not all sizes to all the styles, but your size is some of the styles. Choice of these on sale at our down town store $4.75

Men's suits and overcoats, the kind we have always sold for $15, will go during this sale for $7.50

Men's suits and overcoats, great values at $12.00 and $15.00, on sale at $10.00

Men's suits and overcoats, always sold heretofore for $16.00 and $18.00, but they go at $12.50

Men's suits and overcoats, The $20.00 and $22.00 kind, the equal in every respect of best custom made clothing the clearing sale prices is $15.00

Men' Trousers

Of fancy striped cheviots, cassimeres and worsteds in an immense variety of patterns.

Our regular $3.50 Trousers..... $ .98
Our regular $3.00 Trousers..... $1.39
Our regular $3.00 Trousers..... $1.95
Our regular $4.00 Trousers..... $2.45
Our regular $5.00 Trousers..... $3.45

CONTEST

As a feature of our semi-annual Workingmen's Sale this week we will give prizes for the best essay on the subject of the different trades represented by the Stumpf & Langhoff stores describing the advantages. Write plainly in ink and state plainly the name and address of the writer and the trade you think you can write the best essay on. Write on one side of the sheet only and have three corner leaves stamped and addressed to yourself so that we may be able to send you word whether you have won a prize. We have decided to conduct this contest in the order named and they will be opened and the prizes awarded to the three writers with the nearest correct guess on the opening of Monday.

THE FIRST PRIZE will be $100 in gold.

THE SECOND PRIZE will be $50 in gold.

THE THIRD PRIZE awarding the correct guesses will each receive a Stumpf & Langhoff Workingmen's Sale Hand Book, giving a complete list of the prizes.

CAUTION—Write your name and address plainly on the back of this sheet or no attention will be paid to it. Essays must be received by us by March 1.

Winter Underwear

In view of the fact that different manufacturers have advanced all raw wool in rather than will usually appreciate the opportunity to buy for future use, these prices for the present season only. Read, believe and buy:

Boys' shirts and drawers, double breast throughout, heavy fleece lined, regular 25c value at 19c

Men's heavy fleece lined underwear, well made garment and regular 50c value. During this sale they will go at 29c

Men's finest all-wool fleece lined underwear, in natural gray and blue all sizes, some slightly mill made, double breasted, the regular 50c and 75c values, all this sale they go at 39c

Men's natural wool and camel's hair underwear, guaranteed to contain 60 per cent of wool. The prices ought to be 50c, but we'll have to 39c

Men's shirts or drawers, natural wool ribbed heavy underwear, regular $1.00 value at 69c

Duck Coats, Sheep-Lined Coats

For Teamsters and Railroad Men

All $4.00 and $5 blanket lined duck coats reduced to $3.75

All $4.50 and $5 sheep lined duck coats reduced to $3.50

All $4.50 and $5 sheep lined duck coats reduced to $2.95

All canvas coats with fancy fur collar reduced to $5.50

Men's plain white corded border handkerchiefs, each 1c

Men's large size initial 3 for 5c
brown handkerchiefs, each 1c

Ladies' and Gentlemen's fancy initial handkerchiefs, each 3c

The President suspenders, best suspenders under the sun, per pair 15c

Men's pairs and fancy garnered ties, and the socks reduced to 5c

Men's large size Turkey red handkerchiefs 3c

Specials That Will Interest Every Mechanic

29c for Men's Heavy Black and White Striped Shirts—they are double sewed throughout and sell regularly at 45c.

39c for Men's Heavy Black Sateen or Black and White Striped Outing Shirts, "union made," regular 50c and 60c values.

$1.45 for Men's Stanley All-wool Blue Flannel Shirts, regular $3.00 and $3.50 values.

98c for Men's Cassimere Made-Hand Pants. Every store in town has them at $1.50, only ours are made better and sewed stronger.

39c for Men's Union-made Overalls and Jumpers, made of heavy black or blue denim, every pair double sewed throughout. Made the same in every particular as those sold other dealers are selling at 75c.

79c for Men's Heavy Jeans Pants, "union made," strong and durable either lined or unlined. Regular $1.25 value.

$1.39 for Men's "Un on Made" Cassimere Pants, made of the celebrated Reading Cassimeres and sell everywhere at $2.00.

$1.95 for Men's Corduroy Trousers—regular $3 and $3.50 values.



Heavy Rockford Socks, 10c value, 5c



Men's Heavy Ribbed Wool underwear 29c

Purchase of 1,000 Dozen Pairs of Men's Gloves and Mittens

At Less Than 50 Cents on the Dollar



The purchase of the entire stock of the Tabor Glove Co., commands the attention of every wage earner in Milwaukee. There are gloves or mittens suitable for every trade, for every purpose. Gloves for the man about the house—gloves for the railroad man—for the motorman—for team sters—for farmers—for mechanics. So great is the stock, so enormous the variety, that we were compelled to increase our force of clerks in order that each and every pair of gloves and mittens might be sorted and marked, ready for the sale that opens tomorrow morning. Prices that follow tell only a part of the history of this great purchase.

Men's Heavy Canvas Gloves, made of 14 oz. canvas, regular price 10c. During this sale 5c

Men's Heavy Leather Faced Canvas Mittens, 20c value, at 10c

Men's and Boys' Heavy Leather Yarn Top Mittens, 35c value, at this sale 16c

Mixed Boys' Horsehide Gloves and Mittens, 50c values, at 23c

Men's 75c Horsehide Gloves, Mittens and Gauntlets, during this sale 29c

Men's Extra Heavy Calf, Buck and Horsehide Gloves and Mittens. This lot, includes gauntlets and regular styles, lined and unlined, regular 75c and 85c values, at 39c

Men's Heavy Railroad Gloves and Mittens, gauntlet, and regular styles, lined and unlined, $1.00 values, at 48c

Men's Extra Heavy Lambskin Lined Mittens, $1.50 value, at 79c

Fur Mittens and Gloves, all made with large, generous cuffs, values up to $3.00, at 69c, 98c and $1.29

CORNER NATIONAL AVENUE AND GROVE STREET
369-371 EAST WATER STREET

Stumpf & Langhoff Stores

ELEVENTH AND WINNEBAGO STREETS
817-819 THIRD STREET

BOWMAN & CO. | BOWMAN & CO. | BOWMAN & CO. | BOWMAN & CO. | BOWMAN & CO. | BOWMAN & CO. | BOWMAN & CO.

BOWMAN'S ANNUAL SILK SALE



Will Begin Tomorrow Morning, March 1st

Silks are to be more extensively worn this spring and summer than ever before—such are Fashion's dictates. In anticipation of the extraordinary demands for silks that will naturally follow, we have made every effort to secure the best values from both Oriental and American looms for our ANNUAL SILK SALE.

Our efforts have been crowned with success in every particular. Never before have we made such an attractive and extensive display of silks as we are now showing. We have marked these rich and beautiful silks for THIS SALE at prices that challenge the lowest prices ever offered for high grade dress fabrics in Harrisburg. You certainly should look them over.



ABOUT $35,000 WORTH OF SILK TO-MORROW MORNING

WILL BE PLACED ON SALE, EVERY YARD OF WHICH IS UP TO THE BOWMAN STANDARD

This is an immense quantity of silk to be shown by one store at one time in Harrisburg and an opportunity which no person should fail to take advantage of as it only occurs once a year—that is during BOWMAN'S ANNUAL SILK SALE.



Imported Japanese

Silk, 27 inches wide, will wash, and we guarantee every yard to become more beautiful after washing. We have it in every shade, also black and white. This quality always sells at 50c a yard.

Bowman's Annual Silk Sale Price

39c

Poogee Silk

For those who want Poogee Silk we can save them money. We bought from one of the largest manufacturers a large quantity, consisting of all colors, 75c quality.

Bowman's Annual Silk Sale Price

49c

Boxbay Nevertear Silk



Bowman's Annual Silk Sale Price for Boxbay Nevertear Guaranteed on Selvedge is

39c a yard

Silk Crepe de Chene

Silk Crepe de Chene is a very popular fabric for any ordinary dress occasion, can be used for any part of ladies' outside apparel. This we were very fortunate in securing from a large clearing house at a wonderful low price, 75c quality.

Bowman's Annual Silk Sale Price

49c

Black Silk Taffeta

This is one of the greatest bargains in our sale. Yard wide black silk taffeta, perspiration and spot proof, will shed water like a duck's back. $1.25 quality

Bowman's Annual Silk Sale Price

10 yards to a customer.

89c

BOWMAN & CO 318 MARKET STREET, HARRISBURG, PA BOWMAN & CO.



Our Store and Our Ads

During the Civil war the late Col. Gabe Bouck organized a regiment which he controlled as a dictator. It was while the army was resting after Colonel Gabe's first campaign that an itinerant evangelist wandered into camp and, approaching the Colonel, asked if he was the commanding officer.

"Uh?" snorted "Old Gabe," as he was affectionately called, "what do you want?"

"I am an humble servant of the Lord endeavoring to save souls of the unfortunate." I have just left the camp of the —th Massachusetts, where I was instrumental in leading 9 men into the paths of righteousness."

"Adjutant, thundered Colonel Bouck, after a moments pause, "detail ten men for baptism. No. — Massachusetts regiment shall not beat mine for piety."

No store shall beat ours. It is a leader; has been a leader and will continue to be. We keep it so by buying the best at the lowest prices and selling good goods at lower prices than others do. You'll overlook another opportunity to save if you fail to read this advertisement.

SCARBROUGH & HICKS

ROCKDALE, TEXAS.

With this week we begin another month... Last one was a very busy one here. Lets make this one busier still. We'll do our part. Have the stock and the low prices to start in and all we need is your co-operation. Of course, that will be forthcoming. Read this advertisement. Let it be your shopping guide. Cut it out and bring it with you. We want you to see and know that we have the goods we advertise. We are particular not to over rate, consequently you'll see goods in the store with better eyes than you see them in this advertisement. Remember the low price road leads straight to our store. These mile posts only point the way to greater savings.

A Lot of Good Bargains Here

So many things we couldn't put in the advertisement, but we have provided up this ad. space to tell you about some of our best values.

Mens $2.00 hats for $1.25	Five cent braid only 2c
Boys 15c caps at only 10c	Two spools of thread for 5c
$1.50 pettiscoats for 98c	10c comforts for only 69c
Some $1.00 corsets at 50c	Mennens Tal powder 17c
50c shirts for only 25c	Womens $1.25 shoes $1
$4.00 Ziegler shoes $3.00	$1.00 alarm clock for 67c
Packers Tar Soap at 25c	15c box paper for 10c

There are only a few instances of how we save you money. Follow the road to Scarbrough & Hicks. Watch the mile posts as you go along.

THE ROAD OF LOW PRICES LEADS STRAIGHT TO OUR STORE

THESE MILE POSTS ONLY POINT THE WAY TO GREATER SAVINGS

1 MILE — Scarbrough & Hicks

Warm Blankets, Comforts and Quilts

Our special sale last month cleaned us out on some items and on others it left us pretty low. Still there are splendid values left. Those who failed to come during sale...

$4.50 Blankets $4.95. Heavy double fleece wool, full bed size, extra big bargain.

$9.00 Blankets $7.50. Short fleece, body double, this wool is fulled, bound good value.

$4.00 Blankets 3.50. Our own special order. Mixed bordered, strong and durable, colors grey and white with fancy borders.

Quilts at 1.00. Called most of our 1.00 Quilts already. Nice of good quality colors and cotton filled, well covered and sewn pretty four inches.

Good Blankets Cheap. Comes blankets, nice and warm, cheap — than you can expect to find them for a long long time. 50c and 1.50

Special. In sold ton to the above good values, we place on sale some bed sized blankets earried over from last year. Regular price 75c, special in close at only 69c.

2 MILES — Scarbrough & Hicks

The Needed Notions

Here's little things you need. Of course, the saving of them are small, but if you look after the 5 cents the dollars will take care of themselves.

Hair pins, aluminum fancy velvoed, per box, 5c.

Rubber hair pins, the dozen for 10c.

Extra long rubber hair pins, 3 for 25c.

Fine combs, some at 5c, some at 25c.

Tooth Brushes, according to quality, 5c to 25c
Prophylactic Tooth Brushes, worth 50c, at 35c
Hair Brushes, solid wood back, only 10c
Hair Brushes, one piece back, fancy bristles 25c
Ebony handles and back Brushes at 15c
Combs, 8 inch sized, at 10c
Unbreakable Combs, large and small teeth 10c
Kohinoor Combs, half large and half small teeth, so made that fine hair does not stick to the teeth 20c
Chamois, soft and free from dust, at 10c
Large Chamois at 15c, 10c and 5c
Mahogny sponge, large and soft, at 30c
Nail Brushes with cleaners, at 10c
Bath Room Brushes, long handles, 25c to 35c
Sulsuo Tape Lace, stitched edge, 00 inch... 5c

3 MILES — Scarbrough & Hicks

Dress Goods — New Weaves and Fabrics

We can save you enough on dress goods alone to pay you to come many miles. We are passing a good lot 25c this other stores charge 35 | 50c. We are selling a Panama at 50c that others get 60c and 75c. You can depend upon our styles being correct and every one guaranteed.

Broadcloth, 50-inch for 90c. Colors are garnet, brown, blue, etc.

Cravenette, rain proof, 50 inches wide, $1.25.

Mohair Checks. Very stylish, 44 inches, 75c.

50c Mohair 39c. It's a novelty this year and will soon be gone. Full yard wide, several colors.

Panamas 45c. A regular 50c to 75c panama. One of the best draping and wearing cloths now on the market. Full yard wide. Five colors left.

Black Brown Fabrics. Broadcloths, herringbone and cheviots — 50c to $1.00 a yard.

Silk Poplin, 1.50. A beautiful shade in garnet and green, very handsome and heavy. 1.50 Beautiful for a suit for you.

4 MILES — Scarbrough & Hicks

New Skirts—Pretty Made

At least once each month we get a big shipment. These come to us direct from New York and these embrace every new idea in the way of making or trimming. Let us show these to you.

$1.50 and $2.00. A splendid lot at this price. They look like they are worth more and will sell for more in other stores. Side | gored pleat bottom and strap trimmings. Some have panels trimmed in silk folds. Materials are cheviots, oxford mixtures and some fancy fabrics. Good values these.

New $3.00 and $12.50 Skirts. The acme of elegance in skirt making. Fine imported French and German fabrics, worn throughout with pure silk, richly cut, simply folded, panled and trimmed. Beautiful in fit, and dressiness is shown in every line.

$1.75 Skirt. Made of novelty mixtures, pannel effect to hides. Millinery folds at hip. Embroidery pleated. A very dressy skirt.

$1.25 Skirt. Good quality black and oxford fabrics. Well gored, three folds of material at bottom. A good looking skirt.

5 MILES — Scarbrough & Hicks

Don't You Want a Better Shoe?

We Have the Ones You Want

Whether it be for man, woman or child you may rest assured that you'll receive your money's worth or your money back. Prices and paint covers up many defects in a shoe therefore we say trade here because our guarantee protects you.

Queen Quality. Full dress patents, vici or the moderate styles for women. Every one the very latest lasts and of double extension sole. All dressy styles. Many patterns $3.00 to $3.50.

5 & E. $1.50 Shoes. Never was a better $1.50 shoe for women and children than ours at $1.50. They are made for Scarbrough & Hicks and after our own specifications. All kinds of leathers, including vici and dongola. Plain or tip and all lengths heels, except French. A good looking and better wearer.

Cheap Shoes. Not cheap shoes but for one money than above we sell. Men's pure shoes, $1, $1.25 and $1.50.

Women's good strong shoes, $1 and $1.

12 MILES — Scarbrough & Hicks

What a Dollar Will Buy Here

40 yds Cotton Checks
20 yds Crash Toweling
20 yds Bleached Domestic
20 yds Apron Check Gingham
6 pair Towels, 44x21, red border
A regular 1.50 Men's Pair Famous Headlight Overalls
One Famous Dollar Belt
Can use 1.50 worth of good remember

1 doz pr Good Hose for women or children
12 hanks of Mustard Floss
A Women's Negligee 1.25 Shoe
A regular 1.50 Petticoat, a grand value,
40 spools Thread, black or white
60 dozen Pearl Buttons.
Nice Hat for a woman or child.
A Pretty table Cover.
An All Linen Table Cloth.
10 pairs Shoestrings, worth 25c each
1 pair Men's Good Dress Pants.
1 Boy's Suit, good weave.
3 men's Fleece Lined Under wear.

6 MILES — Scarbrough & Hicks

Cloaks, Capes and Shawls

Selling Rapidly at This Store

At $1.75 to $2.50 we show a good line of every description. New full effects. Velvet piped pockets velvet trimmed.

$3.75 Coats. Box plait back, full length, empire front with a belt of same color. Plaids and greys.

$15.00 Coats. Empire coat with side pockets, full length, mannish collar effect. A pretty garment.

Coats at $12.50 to $5. Most are very neat. Collarless effect, turn back cuffs, velvet piped seams. Braid trimmed collar and cuff. Very smart garments.

Circular Shawls at 75c, $1.25, $1.48, $1.69 and $2.00. Everyone a great value. Novelties plain tone and white designs. Rest in elaborate and intricate ways. The very finest and softest of yarns go into their construction. Also have lines not shown at 50c to $4.25. Everyone mighty nice and warm during the chilly days. You'll find most anything you want in place and have colors at 25c to $1.00. Some shawls at 25c, 50c and 1.25.

7 MILES — Scarbrough & Hicks

Your Wife Wants a Good Machine

You are the ones one too. There is lots of things she could make up the coming months. Things of the money she could save by being able to do her own work. And then she could earn the girls and they could spend pleasant and profitable days at home during the wet and cool days that's soon to be here. No use to pay $40 or 60 dollars on easy payments. No use to pay one or 50 dollar machine when you can get a Domestress or $25.00 the drop head style or as Upright at $20.00.

Full Set Attachments FREE With Every Machine Sold

With each machine a full set of attachments for cording, pleating, hemming, tucking, shirring and for doing all kinds of fancy work. We can sell you a machine

Drop Head ... $20.00

8 MILES — Scarbrough & Hicks

Clothing for Men or Boys

We do know that we sell better goods for less money than any other store. We are positive that there is no line of ready-to-wear clothing sold in Rockdale that equals ours in style or satisfactory wear.

Mens $5.00 and 10.00 Suits. Here's a brown plaid suit at 5 dollars that is a big bargain. Very fashionably cut, 4 button sack. Black vests, cut in single breasted. Pants have side pockets, well-made and strong. At $10 we show a wonderful range of pretty worsteds and cheviots. Equal to most stores $12.50 suits. Lots of them ones at $7.50 and $8.00.

Mens 15.00 and 20.00 Suits. At these prices we offer you suits elegantly trimmed and made. All hand worked button holes, hand felled collars, a step there front, concaved shoulders deep back vent in coats, single breasted vests.

Boys Fine Suits. Made from the short lengths of fine imported worsteds and cheviots. Elegantly constructed, mens style pants. Fine linings. The very latest vestless. Double breasted, seams double and reinforced.

9 MILES — Scarbrough & Hicks

Lower Prices on Staple Dry Goods

We continue to sell staples much below the common prices. Reasons make up the greater portion of your fall purchases. If we save you from 1 to 5 cents per yard, you can easily see that the saving must be considerable on your fall bill. Here are the prices that please but you must see the goods to appreciate their heaviness of design and weave.

Cotton Checks, 40 yards (good round thread) 1.00.

Cabots. Big lot new styles, 30 yds at 1.00, 3 yard.

Bleached Domestic. Yard wide, 30 yds 1.00, 3c per yard.

Shirting Cheviots. Lots of new styles at other stores 8 1-3c to 10c yard here you get it at only 5c a yard.

Cotton Flannel. Good grade 5c a yard here. The regular 7c is sold at 15c.

Apron Check Ginghams. Not the cheap grade. At other stores 10c, here 5c yard.

10 MILES — Scarbrough & Hicks

Underwear for Men, Women and Children

Women's Union Suits. We show a nice lined, ribbed, fleece lined suits in natural or white color $1.00.

$1.50 Union Suits. Here is a soft merceized cloth, pearl buttons, fancy necks are exclusive embroidered and have a very nice shade of cream that ribbon tied with bow knots, $1.50.

Just at 50c. A white suit with lace trimmed neck and pants cuffs only to the knees.

Suits for Children. In all styles of garments, but the best thing for winter wear is the 50c suit. We have what you want at 75 50 and 75c.

Men's 25c Underwear. Neat blue striped, heavy cotton fleece.

Men's 50c Underwear. A splendid quality in natural or gray color, often sold at 75c, for here 50c.

Men's $1.00 Garments. In wool or cotton mixed. Some in the well known Chesterberry. The kind that don't shrink.

Men's $1.50 Garments. Australian wool, very finest and softest textures. Silk taped.

11 MILES — Scarbrough & Hicks

Hosiery for Papa, Mama, Kate, Willie and the Baby

We are prepared to save you money for the entire family. No matter the quality of goods or color, we have it.

Now there's nothing more expensive or that costs so little as cheap and poor hosiery. There's compensation we never have to contend with. We buy in case into from our mills and get special price concessions that few merchants do. That's when we can get you better goods for less money.

5 1-2 Cents. In children's or ladies hose. It's the midnight dye, double heel and toe. Regular 10c.

Women's 12 1-2c. The best value you ever saw. Solid most of the time for 15c. Heavy rib or light, just as you want. Splendid wearers.

Women's 25c Hose. The very finest of Maco goods. Fine and ... seamless, ... Others in 50c here only at 25c.

13 MILES — Scarbrough & Hicks

All for Baby

Baby must have those little things that Mother knows best and prefers. They don't cost much and they make the little one so much more comfortable, healthy and pretty.

Wool Hoods. These will keep baby's little head and ears warm. They are crocheted in soft wool and are extra little hoods at 25c. Then there are cheaper ones at 15c and 10c. Those with the ruffed frame edges at 25c to 50c.

Baby Bibs. Made of colored oilcloth, or fancy embroidered, as well as the short sleeve and sleeveless. Also have knitted and crocheted sacques 50c to 75c.

Shoes. The cutest little soft sole shoes at 25c and 50c. Trimmed or plain. Laced and button. Others at 75c and 1.00 that are very fine. Also Leslie Bootees at 10c, 15c and 25c, made of wool floss with drawstring at top.

14 MILES — Scarbrough & Hicks

Pretty Collars, Also Belts and Bags

Collars 50c. White wash silk embroidered centre but raised flower colors are white, blue and pink. Also one at 75c that has a raised flower tab ends. Made of satin silk, very pretty design.

The Stock Collar. Has long tabs to hang down or to trimmed in bands of blue, pink and white lace button trimmed thread buttonings. Made of fine quality poplin.

1.50 Black. Of Roman insertion and row of medallions with lace edges on top and bottom. A long jabot of white chiffon lawne on to the front with medallions of raised flowers. Jabot trimmed with valenciennes and buttonings.

75c Bags. Black satin, stitched and fitted. Black and gilt fine tassels.

75c Goodies. In black taffetas, large gilt buckles with wire frame.

Leather Belts. Fabric leather stitched 2 different shapes. Silk buckles, also leather belts in all colors at 25c. These are trimmed with patent leather. Velvet belts at 50c that are satin lined and trimmed with patent leather.

You will note that "Lower Prices on Staple Dry Goods" is ten miles to Scarbrough & Hicks. Also note "what a dollar will buy here"—twelve miles to Scarbrough & Hicks. The reader is likely to puzzle some over the meaning of this, and as it is not likely to bring anything in the shape of trade to the store it cannot be recommended.

The Emery Dry Goods Co., Danville, Ill., recently purchased 5,000 yards of silk at

special prices and advertised it in a very attractive manner, so attractive that it was effective. The silks were sold and that is what the advertisements were used for.

The first advertisement announcing the sale is reproduced here. It speaks for itself. The idea of reproducing a portion of a newspaper, showing conclusively that the purchase was no fake, while not new is a good one. It shows distinctly that the silks were sold at auction. The Emery Dry Goods Co. claim their buyer was there and that 5,000 yards were purchased. This advertisement was merely a preliminary one. Others followed describing the goods, giving the quantities and prices.

There have been thousands of different kinds of sales, but there has perhaps none ever been held quite so out of the ordinary as one held by this same firm. They announced the



sale as a "Happy Week" sale. Every bargain was a smile. "There will be large smiles, small smiles, smiles of all sizes. If you haven't smiled for years you will surely smile next week." It was thus they announced its inauguration. The advertisements tell the full story. The two small advertisements preceded the largest one, and merely announced the coming event. The editor of *Brains* in commenting on the sale and its advertising, said:

"The writer would be willing to wager that the management of The Emery Dry Goods Co., of Danville, Ill., wore a continual smile for some time after the 'smile sale.' The idea was original and out-of-the-ordinary, yet was not 'funny' nor 'cute.' The arguments are all common sense, business getting talks on good goods, and plenty of prices are there to prove the reductions. Of course the intention of an ad writer is to get as many people as possible to read his advertisement, whether they are interested in the goods or not. The small advertisements that were printed in different parts of the paper at different times



"Happy Week" Tues. Ju

Bargains That Will Make You Smile
Lots of Happy Buying in Every Line

This is sure to be the busiest buying week you have ever had. Nothing will make you happier than to be able to buy necessities at big savings. Smiles will be everywhere. This is our January Clearance sale of all odd lots and surplus stocks of winter merchandise. We are determined to make this the most effective and merriest kind of a week of bargain giving. The more you buy the more you save and so your smiles will be more in proportion. Come early and you will wear the largest sort of a smile. You can't resist this fun of saving money so easily. There will be a smile for every item in every one in of the smile brimming kind—where the prices are so low they make you laugh. You will have the jolliest time imaginable when you figure your savings after your purchases are made. Its almost like giving you the money in cash, these price reductions are so ridiculous. If you feel cheerless all the better, these bargains can't fail but cheer you up. Be come and laugh with us

Smiles and Money Saving is the Best Combination---Don't Miss Trying it Tuesda

Jolliest of All Silk Bargains

Silks will be so cheap they compete with cotton for low prices.



A choice collection of plain silks for linings, in a full range of colors both light and dark, some of the taffetas worth as high as 39c. Happy Week price a yard — Choice **29c**



Twelve different styles in fancy velvets for waists and gowns, in dark shades only, dotted, striped and small checked designs all of which are good style, worth $1.00 and $1.25. Happy Week price — Choice **25c**

The newest patterns in plaid silks for waists, worth 89c in value, light and 75c, the best up to date designs, you'll be delighted for **59c**

36-inch black peau de soie for waists or dresses, a rattling good ..... 91.15 value should be taken advantage of during Happy Week for **75c**

75c all silk Peau de Cynes for waists, 24-inch Persian Silks for dress waists and Kimonas, choice of different styles to choose from and all pretty. 75c values. for **49c**

Mrs. Eoff Will Make You Happy



We have cut materials to the limit at Mrs. Eoff with her special prices for Happy Week can make the jolliest kinds of prices for suits complete And remember every garment will be made by our expert man tailor You couldn't imagine anything better



$40 SUITS FOR $29.85—It is all Mrs. Eoffs dressmaking department that will be found one of the happy features of this week Prices have been made that are absolutely incredible when the class of work is considered and the quality of merchandise is shown. Think of it, a strictly high class tailored garment such as any up-to-date tailoring department would charge you $45 for complete, made of 91.50 and $2.00 materials which you will recognize as the best, lined with a guaranteed satin, interlined with fibrette, throughout

$29.85

$30 SUITS FOR $37.50—Here is where the real fun begins. A best $60 garment at very nearly half its former value—such a thing has never been considered in the tailoring line in Danville. We let you select your pattern from a stock filled with only bright seasonable stuff, and instead of being made by the yard, are imported in dress pattern lengths only, no two alike and only one of a kind in this variety, what better offer could be made to increase your interest in this feature event. Let Mrs. Eoff make you smile for .....

$37.50

Two Dress Goods Smiles

And they will be so large as the price cut—You'll see they are immen

Just to make you Happy, we have taken from our large stock of plain fancy wool dress goods, all lengths that are left from our fall and w stock that are not full dress patterns and have divided them into two l the first one includes the heavier fancy mixed grey suitings that are popular, fancy Panamas and Serges, Granite Cloths, Henrettas, Bl cloths, fancy mixtures with light grounds, Panamas, a big collection worth up to $1.50 a lengths ranging from 2 1-2 to 5 yards, you'll when you see them at a yard .....



The second lot will make you merry and sm some of the best things from our stock we have offered, the only reason for the sacrifice in pri ing that they are soil pieces and are not of the la be sent everybody—pieces of three run a little ove ordinary dress pattern, some a little less so there will be a big bunch pieces for everybody to choose from. Fancy mixtures of the latest ora lighter weight wools for dresses, plain cloths that sold at high as $2.50, etc. All go at a yard .....

Underwear and Hosiery Will Make You Smile

Short but to their time go at the merriest kinds of prices. The big savings make you smile.



Ladies' 25c fleeced vests, good garments extra special values for Happy Week each **19c**

Ladies' fleeced vests and pants equal to many 50c garment. Special Happy Week price each **39c**

Ladies' 65c values in out size vests and pants, fleeced and good sweaters. You'll feel happy with them **49c**

Ladies' 50s and 75c values in Fleeced Union Suits, they will surely delight you when you see them for **43c**

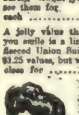
Ladies' all wool pants, the greatest $1.50 value in the city During Happy Week for a pair, only **89c**

Children's 20c ribbed and flat fleeced vests and pants in sizes 20 to 32 Delight the children for only **12½c**

A jolly value that will make you smile in a line of out size fleeced Union Suits that are $1.25 values, but will close for **98c**

Children's fleeced Ribbed Vests and pants in sizes 16 and 18. Make the little ones smile. Worth 10c, Special each **5c**

Children's 40c ribbed and flat fleeced vests and pants. Extra good weights. Special price for Happy Week each **25c**



Make the children merry with a pair of extra heavy school hose that are the best values in the city for a pair **11c**

Here where they all smile, children's, ladies' and men's those extra good qualities that sell elsewhere for 12 1-2c Happy Week for a pair .. **9c**

Ladies' all black hose, copies of much finer qualities, good wearers, Special Happy Week price a pair **12½c**

Extra good quality in children's school hose, equals any 19c value elsewhere. Special price during Happy Week, 3 pair for **25c**

A good quality in Ladies' black and split foot hose. You can't help but smile when you see them for a **10c**

Best 35c child's cashmere hose, silk or wool ties and heel in pink, blue, tan and red Special price Happy Week a pair **15c**

Braid, Button and Embroidery Fun

Two smile producers from the late department—25c corset cover embroidery remnants, and 35c lace remnants all for a yard **10c**

Remnants of beautiful pretty dainty, worth 40c a yard, Happy Week price a yard, only **1c**

Fun in the button section, all kinds of pretty buttons, worth 75c a dozen, will go for each **1c**

A cheaper lot of cambric and nainsook embroideries up to four inches wide and worth up to 75c. a smile producer at a yard **7½c**

All of our 62.00 a dozen fancy buttons during Happy Week go with a smile for each, only **2c**

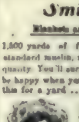
A lot of fine cambric and nainsook embroideries up to six inches wide worth up to 25c. Happy Week price, a yard **15c**

Smiled Yet? Read This Jolly News

Blankets and comforters will go at the happiest kind of prices. This is the best yet.

1,800 yards of full bleached standard muslin, regular 8 1-3c quality. You'll surely smile and be happy when you see them for a yard **5½c**

1,350 yards of Amoskeag A. F. C. dress ginghams, all staple stripes and plaids and warranted fast colors A 12 1-2c value During Happy Week for a yard **8½c**



32 inch wool skirting flannel, all good desirable patterns and fast colors, sold all season at 25c a yard. Happy Week price **15c**

1300 yards of fleeced flannelettes, suitable for sacques and wrappers Sold all season for 7 1-2c a yard. Happy Week, a yard **3½c**

Staple Ginghams in plaids, stripes and checks, perfectly fast colors. A regular 7 1-2c value We'll make you smile for only **3½c**

Extra heavy cutting flannel in light and dark colors of staple stripes and plaids. Our 8c leader During Happy Week, a yard **5½c**

72x90 Torn and hemmed full size sheets. Bells elsewhere for 50c each. A great value for Happy Week, for each **45c**

Full size feather pillows, made of A C. ticking Worth 75c each A special value during Happy Week each **39c**

10-4 White Cotton Blankets, extra large and heavy. Our regular 85c quality. You'll smile during Happy Week when you see them for a pair **62c**

61x90 full size Pepperell sheets, torn and hemmed and ready for use A 65c value Here's where you'll smile. Price each **52c**

1750 yards of 40 unbleached muslin full 36-inch wide. A regular 6 1-2c value. During Happy Week for a yard **5c**



11-4 Grey and Tan Cotton Blankets, red or blue borders, extra good 91.10 quality A value that will make you smile A pair **83c**

Extra heavy 12-4 tan cotton, blankets Red, pink or blue borders You'll wear a great smile when you see **$1.29**

10-4 grey all wool, extra and extra weight blankets, regular 85 values To make you smile during Happy Week for a pair ..... **$3.**

A full size 11-4 Grey Cotton Blanket with red or pink borders A standard blanket for $1.25 Happy Week a pair **90c**

12-4 grey or tan cotton blanket, in white it is equal to a wool blanket A few of these numbers left, $2 quality, to close **$1.55**

11-4 grey or white all wool blankets, extra large size full for pounds in weight a pair Happy ..... **$4.**

Little Linen Prices Make Large Smiles

Here's where you save money on most staple necessities. It's ill make everyone smile.



72 inch fine Bleached Irish table Damask all new open border designs. Our best $1.00 values. Special price for Happy Week **75c** for a yard .....

56-inch half bleached dice pattern damask extra heavy and a 50c value. Special Happy Week, a yard **25c**

56-inch fine bleached table damask all linen worth 85c a yard. Happy Week, price **50c**

18x45 inch fringed dresser scarfs, plain white and red borders. All 25c values. Special each **10c**



A great value in Flat Vals, every yard worth 20c, widths up to five inches. Special price during Happy Week, a yard **9c**

Beautiful designs in cream and White applique that are worth 75c a yard, go in the Sale for a yard **25c**

Here's where you wear the broad smile. A lot of all different designs, in pretty Persian Trimmings, that sold up to $2.00 a yard goes for a yard **25c**

Laces Laughingly Priced

Laughingly, Yes. Wouldn't it make anyone laugh to buy these choice trimmings so ridiculously cheap.

A lot of 5c Torchon Laces in all pretty designs You'll feel jolly when you see this lot sell during Happy Week, for a ..... **3c** yard .....

A merry time and a great bargain you will have if you buy one to and 5c pretty Torchon ... laces for a yard .....

Every odd piece of 50c Cream and White Applique that we have in the house will go during Happy Week at a yard **15c**

Smiles in Leather Goods and Belts

Here is where the smiles come easily and often.

$1.50 Brown and black Vanity Bags with strap Handle or strap back. Happy Week, price each **98c**

You'll go home with a smile if you buy one of these pretty $1.00 Vanity Bags that sell Happy Week for each **69c**

Odds and Ends in kid gloves worth $1.50 a pair Just to make you smile, a pair **39c**



Just for fun we will sell all of our ladies' 25c fabric belts for, each **19c**

Wear a smile, come to this store and get our best 50c belts of all kinds, during Happy Week, for **29c**

Ladies' fancy stocks of every description, all pretty designs, worth up to 50c. Happy Week, price **35c**

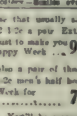
Men: Have a Smile With Us

Neckwear, Underwear, Hosiery—Smiles everywhere.



Men's black hose that usually sell elsewhere for 12 1-2c a pair Extra good qualities. Just to make you smile during Happy Week **9c**

Wear a smile, also a pair of these fancy grey 12 1-2c men's half hose that go Happy Week for a pair **7c**



During Happy Week we will close out all our men's four-in-hand and Ascot ties that are worth 50c and 75c, for **39c**

How can you help from smiling men, when we are closing out ..... **17c** all of our 25c neckwear for.

Men's fleeced shirts and drawers. The greatest 50c wonder you ever saw A happy smile will appear on your face when you see these at **39c**

You'll be merry and smile when you see our 39c men's fleeced shirts and drawers sell elsewhere for $1.00. Happy Week, each .....

We'll make you smile at value men's wool shirts and drawers sell elsewhere for $1.00. Happy Week, each .....

Men, we'll complete your happ with a pair of all wool $1.00 sox or shirt for the small price of each .....

A Jolly Value; 25c Golf Gloves 19c

Emery Dry Goods Co

2 at The Emery Store



appy Week's Great Savings In Every Line Will Cure the Worst Possible Case of Blues

y line is making ridiculous price reductions to close out every dollars' worth of winter merchandise. You will smile at bargains in every corner of this great store. If money akes you happy—and its surely does—you will be bubbling over with merriment if you attend this sale. Ready-to-wear garments will sell cheaper than ever. It will make to see such big price reductions and just when you profit most by them. Suits will sell at less than the price of the coats or skirt seperately. Furs made from the choicest skins best workmen will sell so cheap that you will laugh to think of such good luck. Millinery and draperies will give you great fun. Every line goes. This will certainly be the lling event Danville ever saw. Come early, come often, then come again. Get full benefit of these great savings.

Profit By These Happy Week Savings and You'll Start the New Year Right

Happy Suit News

You'll smile when you see how low these prices are.

Ladies' extra fine broadcloth and import of serge costume suits in black, blue, green and red, regular $45 and $50 suits, just the garment for dressy wear. Happy Week price will be each — Choice 24.85 Each

Broadcloth Cheviot Panama Eton Suits in black and were $15.00, $18.00 and year to close Happy Week $4.50

plain and fancy cheviot suits in black, blue and $16.50 and $17.50 Suits Happy Week $9.85

Ladies' long coat broadcloth cheviot and fancy menswear suits in black, blue, green and red $20 and $22.50 suits for Happy Week $12.50

Ladies' Broadcloth and cheviot long coat suits in black, green, blue and brown $25.00 and $27.50 suits Happy Week price $14.85

extra fine broadcloth and menswear long coat suits, satin lined red, green, blue and black $30.00 and $32.50 Happy Week price $19.85

Here's the Most Fun—Ladies' and Children's Coats Ridiculously Cheap

You smile early and often here. Every lot is a wonder. But come early. With first choice you get the largest smile.

Children's Eiderdown Coats in red, light blue and pink, satin and braid trimmed $2.50, $3.00 and $3.50 coats, to make you smile $1.00

Children's plain velvet coats in black and brown, Venise lace trimmed capes $4 coats Happy Week $1.98

Children's Velvet and cloth coats, braid velvet and lace trimmed in blue, red and black, $5.00 and $6.50 coats Happy Week price $2.98

Children's crushed velvet, Ripple Velvet and extra fine plain velvet coats in blue, green, red and brown, $7.50 and $8.50 coats Happy Week price $3.98



$40.00 Ladies' Broney Coats $25.00

Children's extra fine crushed velvet and plain velvet coats, all different regular $8.50 and $9.50 coats Happy Week price $4.98

Children's plain blue, melton coats, red velvet trimmed $4.00 values Happy Week just to make you smile $1.98

Children's blue, brown and green extra fine melton coats, velvet trimmed, $6.00 coats Happy Week price $3.98

Children's blue cheviot coats, grey astrachan collars, red flannel lined, $8.50 coats. Happy Week price $4.98

Cheviot coats in blue green and reds, velvet and braid trimmed collar and cuffs $10 coats Happy Week $6.50

Children's extra fine Kersey coats in red, blue and greens, beautifully trimmed with velvet and braid. $13.50 coats Happy Week price $8.50

Ladies' Scotch Mixtures and black cheviot long coats, regular $8.50 and $10.00 values. To make you smile during Happy Week $5.00

Ladies' Black Kersey and Scotch cheviot long coats, regular $12.50 and $13.50 coats. A jolly bargain for Happy Week $7.50



$5.00 Child's Mixture Coats $2.98

Ladies' black and blue Kersey coats, blue and brown cheviot coats and fancy mixture coats $15 and $16.50 coats for $9.85

Ladies' Kersey and cheviot long coats in blue, black, brown, green and red, regular $17.50 $18.50 and $20 coats Happy Week price $12.50

Ladies' Fine Kersey Coats in black, blue and green, regular $22.50 and $25.00 coats Happy Week price $14.85

Ladies' extra fine black Kersey coats satin lined, velvet and braid trimmed, $27.50 and $30.00 coats Happy Week price $19.85

One of Our Sure Cures for the Blues—Happy Fur News

These prices will surely bring a smile and the merriest fur selling we ever had. Coats or scarfs all at little prices.

$4.00 water mink and opossum scarfs Week price $1.98

$4.50 and $5.00 sable mink and opossum long scarfs Week price $2.98

$6.50 and $7.50 fancy ...es in sable, opossum, ...lended water mink Week $3.98

$8.50 and $10.00 brown ...k marten long double ...d squirrel ...e $4.98



$1.00 Black Coney Scarfs 69c

Ladies' long double genuine brown marten, sable and grey squirrel and Jap mink fancy neck pieces $17.50 and $20.00 Furs Happy Week price $9.85

Ladies' Jap mink, genuine Kolinsky and French squirrel, $22.50 and $25.00 pieces for Happy Week price $12.50

Ladies' extra fine blended mink and genuine Kolinsky fancy neck pieces Regular $35.00 and $40 pieces. Happy Week price $19.85



$2.00 Black Coney Zase's 98c

Ladies' plain caracul coats double stitched guaranteed satin lined throughout. $36.50 quality Happy Week price $25.00

Ladies' plain caracul coats full train back, cuffs double stitched, guaranteed satin lined, $50 quality Happy Week price $35.00

Ladies best caracul coats with best North American beaver revere collar and cuffs. $60.00 quality Happy Week price $45.00

Read of These Skirt Chances—You'll Smile

These skirts are so attractive and stylish that you will smile when you save money so easily.

Ladies' Panama 43-gore umbrella skirts in brown and black, $7.50 skirts to close Happy Week price $2.50

Ladies' $4.50 plain Melton skirts corded panels kilted bottom in black and blue Happy Week price $2.98

Ladies' Panama Skirts in 33-gore box pleated kilt bottom skirts in blue and black $6.50 skirts Happy Week price $3.75

Ladies' Panama round length skirts in blue, black and brown, 21-gore kilted bottom $7.60 skirt. Happy Week price $4.50



$4.00 Children's Kilted Skirts $1.98

Ladies' fancy knob cheviot fancy kilted, stitched skirts, broadcloth bands in blue and black, regular $12.50 skirt at unheard of price in our Happy Week for $5.00

Ladies 43 pleat kilted Panama skirts, 3 hip straps, best $8.50 skirt we ever had in brown and blue, to close in our Happy Week sale $5.98

Ladies' fancy weave Panama skirts 9 gore kilted bottom, fancy panel skirts in blue, black and brown $10.00 skirts in our Happy Week sale $6.50

Jolly Savings in Waists—Petticoats, Etc.

Here are some of the smallest ready to wear garments but at great reductions.

Ladies' $2.00 and $2.25 Albatross, Nuns veiling and Brilliant fine waists in black, red, navy and brown. During Happy Week for $1.25

Ladies' $2.50 and $3.00 Nuns veiling and Albatross Waists, with French embroidered knots in navy, red, black and brown Happy Week $1.75

Ladies' extra fine $4.00 Albatross and Nunsveiling Waists, lace trimmed and embroidered, French knots, black, cream and navy $2.98



...all silk $5.00 and $6.00 waists in all colors and Happy $2.50

...extra fine $5.50 and ...iffon taffeta silk waists ..., blue, brown ...y checks $3.50

...$7.50 and $8.00 even... ...ts in crepe de chine and ...taffetas in white, light ...d pink lace ...Special $5.98

Ladies' black extra fine satine petticoats $2.00 and $2.25 qualities Happy Week price $1.75

Ladies' flannelette night gowns in pink and blue stripes, 60c values Happy Week price 48c

Ladies' fine flannelette night gowns $1.00 and $1.25 odd and slightly soiled gowns Happy Week price 69c

Ladies light blue and red eiderdown dressing sacques, worth up to $2.00 Happy Week price 50c

Ladies' red and light blue eiderdown dressing sacques, worth up to $7.00 Happy Week price $1.00

Ladies accordion pleated satine petticoats in navy, brown and green. $1.50 skirts. Happy Week price 98c

Ladies' $3.98 and $4.50 Taffeta silk petticoats in black, blue and brown at the Happy Week price $2.75

Ladies' odd corsets in best quality satine, never sold less than 50c Colors grey, and light blue 25c

Ladies' $1.00 and $1.50 odd corsets in best W. B. and Thompson's glove fitting models in black, white and drab. Price 75c

Curtains, Draperies

Happy Week brings the best money saving fun—household needs underprice.



Lot 1—Odd lace curtains in pairs and half pairs that we have selected from our stock that sold up to $5 pair in two lots specially priced at 75c and 50c

Lot 2—Odd lace curtains mostly half pairs that sold up to $2.00 a pair Specially priced in this lot at each 39c and 25c

Lot 3.—Odd sample curtains some in half length. Just what you want for short windows all in in this lot at, each 15c

36-inch curtain swisses in stripe and figured effects, usually sold at 15c Special Happy Week price 9c



75c drapery silks in all colors take your choice of any piece on the table at 39c

90c cable net door panels, 36x54 inches in Arabian color. Specially priced 48c

50 pairs Tapestry Portiere Curtains all new desirable colors, no old ones in the lot they were sold at $5.00 to $5.98 a pair Happy Week price $3.98

$10.00 Pro-Brussel Art Squares, 9x12 in Oriental designs. A choice rug for bed rooms, they are reversable Can be used on either side Happy Week price $6.98

30x60 Pro-Brussel Rugs and $3.00 values in Oriental effects, a very serviceable rug for a low price with fringe corners. You will smile at the price $1.98

$1.50 rope curtains in all new and desirable combinations of colors. Specially priced 98c

3x10 foot Hall Runners in Pro-Brussel can be used on either side. Were $8, only about half dozen in lot, price $4.98

9x12 Wilton Velvet Rugs that we sell at $25.00 in Oriental and two toned reds, only nine of these rugs left, take your choice while they last at $17.50

Handkerchief Fun

...y mussed—but they're certainly bargains.

"Delighted" will be heard from all sides when you see our embroidered turnovers that we are selling for 3c

A big lot of handkerchiefs that are worth up to 10c each, we will sell them just for fun, for each 5c

...ty line of lace, embroidered and hemmed handkerchiefs will produce the broadest kind ...ile. Worth up to 15c each 25c

...ty line of lace embroidered and hemmed handkerchiefs that are worth up t... Happy Week price 2 for 25c

...ed Bead trimmed fancy stocks in all pretty ... Every one worth up to $1.50 Just to ... smile we will sell ...for 59c

Ribbon Merriment Galore

Our great ribbon section greets you at the door with lot of smiles.



The jolliest bargains we've ever shown in this department, are a line of fine Satin Liberty Ribbons that are worth 35c A line of 25c Satin Glace Ribbons, and a line of 20c Plain Taffeta Ribbons that have been very popular sellers. These are all in the most wanted shades and cannot be duplicated in the city for the price. You'll have a hearty laugh when we tell you that all we ask for these ribbons a yard is — Choice $12\frac{1}{2}$c a yard



A lot of number four satin taffeta ribbons in 10 different shades. A regular 5c value 1c

You cannot help from feeling happy when you see those fine print wrap ribbons that are worth 25c and 35c a yard go for 15c

The greatest value in the lot is those beautiful wide print warp ribbons up to 8 inches, that we have always sold for $1.00 a yard. They are to close Happy Week for a yard 39c

A pretty line of Print Warp Ribbons that have been our leader at 15c a yard. The entire lot will be closed out during Happy Week for a yard $7\frac{1}{2}$c

Best 4-inch all silk lustrous taffeta ribbons. What we have always sold for 25c But we want you to smile, and you will. They go for a yard 15c

4-inch all silk lustrous taffeta ribbons, in blue, brown, green 20c value for $7\frac{1}{2}$c

A ... of 50c print warp ribbons in all pretty designs, a value that will delight the heart, and make you smile at, a yard 21c

A lot of 25c Ombre and Glace ribbons, in pretty color combinations. One of the best values we offer in the Happy Week sale at a yard 15c

A lot of Satin Gros Grain ribbons in all leading shades—to close this week for $5\frac{3}{4}$c

Happiest Millinery Bargains

There isn't any better fun than buying a new hat—especially cheap

Just to make you smile we will close out all of our 50c Tam O'Shanters, all wool, in colors red, grey, blue and white that are popular sellers, during Happy Week for the extremely low price of each — Choice 19c Each

A pretty line of Street Hats in all new models, velvet quill and ornament trimmed. Every one worth up to $2.00, each one of the greatest smile producers in this department Special Happy Week price, each — Choice 50c Each



A swell line of semi-dress hats in the newest creations, including the popular Gage models. Every one a great value at $3.00. We will close out the entire lot just for fun, during Happy Week at your Choice 98c Each

The latest models in trimmed dress hats. Very new and up to date, beautifully trimmed and are our $5.00 leaders. But to give you a jolly good bargain, and delight your heart we will sell every one during Happy Week for your Choice $1.98 Each

Emery Dry Goods Co.

Best 50c Golf Gloves: Happy Week 39c

Emery Dry Goods Co.

worked people's curiosity up to a point that persuaded every one of them to read the big advertisement when it appeared. One important point in the up-to-date clearance sale is to make it attractive and interesting. Many ad writers go along in the same old rut



when they might dig up interesting facts for special sales. We don't know whether the smile advertisement worked in conjunction with window display and blue tags, with smiling faces, but if it didn't it lost a great deal of what should have been gained. After



such an advertisement all of the clerks should have been instructed to smile their prettiest, and there should have been plenty of 'smile' posters and 'smile' price tags in the window to keep up enthusiasm. There should have been smile circulars and rubber stamps, package slips, etc.

Part Five

ADVERTISING OF SPECIFIC LINES

INTRODUCTION

IN PART V. will be found a very practical exposition of the advertising of different classes of wearing apparel, foods, drugs, house furnishings, etc., banks, trust companies, real estate, gas and electric companies, laundries, etc.

Believing it much easier to teach by example than by precept, a great many specimens of real advertisements, clipped from many newspapers published in the East and West, North and South, are given.

Some of these specimens are good and some are bad. In every case the writer has fearlessly criticised them, whether they have been written by the little merchant around the corner or by the high salaried advertisement writer of the large department store.

The good points have been pointed out as well as the bad. The type arrangement, the illustrations and the grammar have all come in for their just share of criticism. We might concede, however, that some of the advertisements that have been adversely criticised have brought business. But any dissenter who might take exception to our criticisms must, on the other hand, concede that a better advertisement would in all probability have brought more business.

We have given the address of the firms whose advertisements we have reproduced so that the reader might know in what part of the country they were used.

CHAPTER XXXIX

BANKS AND TRUST COMPANIES

ONE would think that everyone who would have any use for a bank would know all about its functions, but this is not so. Most persons know that they can deposit money in a bank which will draw a certain amount of interest. Many do not know that a bank will usually loan money on good security, nor, that if they want to send ten dollars away that they can buy a bank draft instead of a postoffice money order or express money order There are lots of other things that a bank does that the people would like to know about. Many would take advantage of the business privileges afforded by banks if they understood what they were.

The advertisements of the First National Bank, Bradford, Pa., and the First National Bank of Pittsburg, Pa., are not calculated to do much toward informing the public of what they will do for them. Neither will that of The Traders National Bank, Spokane, Wash. These advertisements are survivals of the old style business card in use a hundred years ago. They represent the conservative element in banking.

It is a fact that some of these conservative bankers do not believe in lowering the dignity of a bank by advertising in any more explicit manner. They will take a prominent station in social, political and business circles for the purposes of advertising, but when it comes to offering a bank's services in so many words, they shrug their shoulders and claim it is not dignified.

In the olden days when there were few banks and little competition; when people had not been educated to the proper value of banks and banking institutions this method of advertising was good enough. The whole aim of the newspaper advertising and the printed annual statements were to clearly show the stability of the institution. For this purpose men whose standing was largely known were placed upon the board of directors. Their names were supposed to, and did in those days, lend a certain amount of stability and security to any undertaking in which they were interested.



The Savings banks were perhaps the first to start an educational campaign for the purpose of increasing their savings accounts. A bank's business is only bounded by the amount of funds they may have for conducting that business. Their profits come largely from loans, and the more funds on hand the more loans may be made, and consequently the more profits will accrue.

The Planters National Bank, Richmond, Va., is a type of bank advertisement that was in vogue a few years ago, and may be met with yet in some of the smaller places. These were educational in a way and were intended to urge people to begin savings accounts.

The advertisements of the Union Savings Bank, Pittsburg, Pa., and of the Commercial Bank, Bay City, Mich., are of the same order. The efforts are crude, but serve often to accomplish their purpose.

The Trades Union Savings Bank & Trust Co., Memphis, Tenn., and the Union Bank of Savings, Los Angeles, Cal., have specialized and from their very name appeal to the working man. The arguments used in both of these advertisements are above the ordinary as are the whole advertisements.

The Traders National Bank

Oldest Bank in the City

Banking House, Riverside and Howard

At the last meeting of the board of directors the capital of The Traders National Bank was increased from three to six hundred thousand dollars. This makes The Traders National the largest bank in the state of Washington.

Security Offered to Depositors

Capital stock	$600,000.00
Surplus and undivided profits . .	275,000.00
Stockholders' liability	600,000.00
	$1,475,000.00

Commercial and Savings Accounts Solicited

DIRECTORS

M. M. Cowley — Alfred Coolidge
J. Elmer West — Patrick Clark
A. Kuhn — N. Fred Essig
A. B. Campbell — James Monaghan
D. M. Drumheller

A Bank's Success Community's Gain

IN conducting the affairs of this bank the management has always believed that men of good business judgment and conservative ideas appreciate the sound, progressive bank, conducted on safe and strictly business lines; that its growth and success are the community's gain; that such a bank best protects the interests of its depositors and thus proves its greatest help to the commercial development and credit of the community.

Directors

Peter Larson — J. D. Farrell — James C. Tenby
Levi Asbury — W. D. Vincent — Thomas F. Winn
D. W. Twohy

UNITED STATES DEPOSITARY

The Old National Bank of Spokane

FIRST NATIONAL BANK OF PITTSBURGH,

FIFTH AVENUE AND WOOD STREET,

CAPITAL, $1,000,000. SURPLUS and PROFITS, $2,327,000

ASSETS - - $17,600,000.

CHAS. H. SPEER, President. P. B. SCHLOSSER, Cashier.
THOS. WORTHMAN, Vice President.
F. H. RICHARD, Assistant Cashier. T. C. GIBSON, Assistant Cashier.

FIRST NATIONAL BANK, Bradford, Pa.

CAPITAL, $150,000. — SURPLUS AND PROFITS, $250,000.

DIRECTORS

F. W. Davis, President
C. C. Hanley, Vice President
Geo. H. Mills, Cashier
E. L. Adams, Asst. Cashier
I. F. Maxwell, Joseph Sons, D. H. Jas. S. F. W. Davis, I. F. Merritt, C. F. Collins, G. F. Hamlin, Henry Hamlin, W. W. Bell.

Transact general banking business. Make collections, sell drafts on Europe and give prompt attention to all business entrusted to them at lowest rates.

DEPOSITARY FOR U. S. GOVT.

SECURITY
EXCHANGE NATIONAL BANK
SPOKANE
GOOD SERVICE
UNITED STATES DEPOSITORY

¶ Our Savings Department pays 4 per cent on all accounts of $1.00 or more.

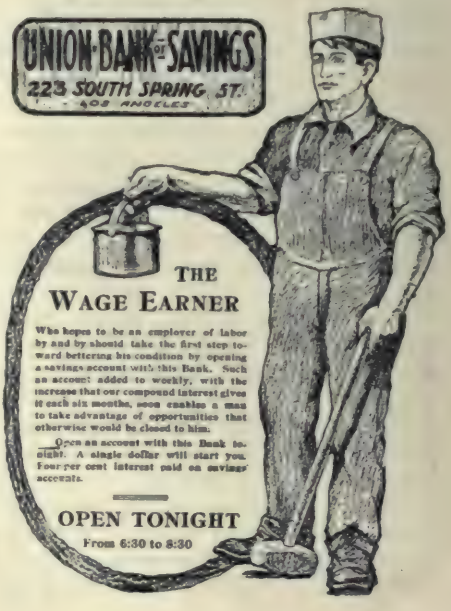
¶ No withdrawal notice required.

¶ $1.00 opens an account

Exchange National Bank

Brown Stone Bank Building

UNION BANK OF SAVINGS
223 SOUTH SPRING ST.
LOS ANGELES



THE WAGE EARNER

Who hopes to be an employer of labor by and by should take the first step toward bettering his condition by opening a savings account with this Bank. Such an account added to weekly, with the increase that our compound interest gives it each six months, soon enables a man to take advantage of opportunities that otherwise would be closed to him.

Open an account with this Bank tonight. A single dollar will start you. Four per cent interest paid on savings accounts.

OPEN TONIGHT

From 6:30 to 8:30



The National Savings Bank

of the City of Albany.

70-72 State St., Albany, N.Y

Deposits and Surplus January 1st, 1906.

$11,869,695.27

Send for Booklet .

How to Save by Mail.

Checking Accounts

We receive subject to check the accounts of firms and individuals. No interest allowed on these, but if you have money to lay aside for future needs, we issue a Pass Book on our Savings Department.

We strive to give satisfactory service and extend every courtesy possible in conservative business methods .....

The Citizens National Bank

FIRST IN THE LAND.



4% Savings Deposits



This Bank the FIRST Open Ad Day Saturdays

NORTH AMERICAN SAVINGS COMPANY Fourth Ave. and Market Street.



Lincoln Trust Company

Madison Square

Real Estate belonging to non-residents or others cared for by this company. Rents collected, Taxes paid and Insurance maintained. Faithful and inexpensive service guaranteed.

INTEREST ON DAILY BALANCES

SAFE DEPOSIT BOXES AT SPECIAL RATES.

An Interesting Booklet on Application.

4% ON SAVINGS ACCOUNTS

42 YEARS IN BUSINESS.

$14,000,000.00 ASSETS.

45,000 DEPOSITORS.

PITTSBURGH SAVINGS



PUT THE BRAKES ON

your inclination to spend money, cut down your expenditures for things that are not essential to your necessities. Deposit your surplus in the Commercial Bank, and at the end of a year you will experience an amount of satisfaction undreamed of before.

COMMERCIAL BANK.



The Self-Made Millionaire

Began by saving. However small that saving was, it increased and multiplied by added savings and interest. The young man of today can do the same, and the Commercial savings bank offers the best facilities.

COMMERCIAL BANK.







THE KEY TO THE DOOR OF SUCCESS

is in the hand of the man that forms the saving habit. "A penny saved is a penny got." Samuel Johnson says: "The first years of man must make provision for the last," and the only way to do this is to save from your weekly earnings, and the only safe place to put it is in a reliable savings bank like the

COMMERCIAL BANK.

The Sovereign Bank of Canada.

Are you going to Europe this Summer? If so you will find it most convenient to have a

Letter of Credit

Call and see us about it.

Bank Drafts and Money Orders at lowest rates.

INTEREST PAID ON DEPOSITS.

West End Branch Open Saturday Evenings, 7-9.

Cor. St. James & St. Peter Sts. Cor. Guy & St. Catherine Sts.

The Sovereign Bank of Canada.

Protect Your Children

BY ENCOURAGING THEM TO SAVE

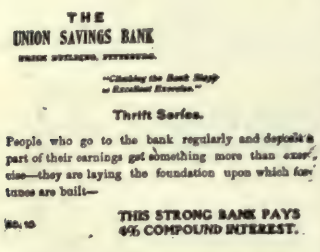
$1.00 Opens an account in our SAVINGS DEPARTMENT

The Regular Depositor Protects Himself

West End Branch Open Saturday Evenings, 7-9.

Cor. St. James & St. Peter Sts. Cor. Guy & St. Catherine Sts.

The Old National Bank of Spokane, Wash., strives to lend dignity to its advertisement. This it does at the expense of the advertising value of the advertisement. If this was a page of a booklet being sent to business and financial men it would be all right. It is good argument for a high class of depositors. But it is away over the heads of the masses. It will hardly get a reading from the workingman who has but few dollars to deposit each year.


THE
UNION SAVINGS BANK

"Thinking the Bank Sleeps
is Excellent Exercise."

Thrift Series.

People who go to the bank regularly and deposit a part of their earnings get something more than exercise—they are laying the foundation upon which fortunes are built—

No. 10 THIS STRONG BANK PAYS 4% COMPOUND INTEREST.

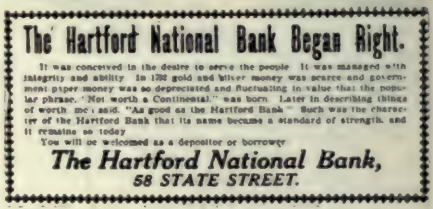
The Exchange National Bank, of the same city, secures the result striven for in the Old National Bank's advertisement—dignity, without loss of power. The message will appeal to many poor men who will be glad to have their money earn four per cent. per annum. The conditions are simple. Deposits of one dollar are accepted and may be withdrawn at any time *without notice*. Those two words, "Without Notice," should be made the keynote of many bank advertisements, because there is an idea among many who are not versed in banking usages that it is necessary to wait a certain length of time before they can draw out their money after it is once deposited.

The advertisements of The Sovereign Bank of Canada, Montreal, Que., are good because they do not try to cover every point, that might be made, in one advertisement. This style of advertising has been often styled the "Bull's-Eye" style. The advertisement that uses too many ideas at one time is its antithesis. The "Bull's-Eye" style is preferable at all times. The catchy rule work in these advertisements makes them attractive.

The Citizens National Bank touches on a good point—the ease with which payments may be made by checks. Any one can easily understand that an advertisement like that of the Citizens National would be more likely to produce depositors than would either that of the North American Savings Company, Pittsburg, Pa., or The Hartford National Bank, Hartford, Conn. The latter advertisement should have contained a little more information about the bank's facilities at the present day and the former should have contained much that it does not and left out the "first in the land." What do people care for that, anyway.

A modern feature of banking is the mail-order department. Some banks that have been advertising for mail accounts have more than doubled and tripled the amount of their deposits in a very short time. Before a bank undertakes a national campaign for mail accounts a good system for handling these accounts at a small expense should be installed. Then it might be advisable for the bank to try out the campaign in the territory immediately tributary to the city in which the bank is situated. This can be done by using the small local dailies and the weeklies in the several counties contingent to the home city.

A good list of names should be compiled from the assessment rolls, or from directories, for mailing purposes. Teachers, preachers, business men, mechanics, professional men, are all worth working. The main feature of the mail literature should be along the lines of ease with which the business can be done from the home. Incidentally the stability of the bank and its resources might be mentioned as well as the benefits accruing from systematic savings.


The Hartford National Bank Began Right.

It was conceived in the desire to serve the people. It was managed with integrity and ability. In 1792 gold and silver money was scarce and government paper money was so depreciated and fluctuating in value that the popular phrase, "Not worth a Continental," was born. Later in describing things of worth men said, "As good as the Hartford Bank." Such was the character of the Hartford Bank that its name became a standard of strength, and it remains so today.

You will be welcomed as a depositor or borrower.

The Hartford National Bank,
58 STATE STREET.

The advertisement of the National Savings Bank, Albany, N. Y., is hardly calculated to bring many inquiries for the booklet on, "How to Save by Mail." It has none of those persuasive pulling powers that mail order advertising should have.

The American National Bank, Hartford, Conn., with its representation of one of Uncle Sam's mail bags, is calculated to tell at a glance just what the advertisement is about.



The point taken up—the safety of transmitting deposits by mail—is a good one. That is likely to be the first thought that would enter anyone's mind. It is well to allay such fears at the start. It does not invite inquiry. No provision is made for securing names of prospective depositors. Mail orders can seldom be secured without making some definite offer. This is not done here, neither is there any invitation to write for booklet showing how to bank by mail.

The Pittsburg Bank for Savings does invite inquiry for booklet and is likely to result in bringing depositors in touch with the bank.

The six advertisements of the Grand Rapids Savings Bank are all good. The arguments are convincing and the headlines suggestive. This bank has interested thousands in its savings department by giving away, upon application, little pocket savings banks.

These little banks are for the odd dimes and nickels, and even the pennies that might slip through one's fingers. The idea is a good one because practical.

If there are some men who are not quite sure of the business done by banks there are a great many more who do not know the scope of the powers of a trust company. Trust companies are to blame for this. They should educate the public through good advertising. They should tell this public what the law allows them to do. They should tell that the state laws governing trust companies is very stringent. They should teach the ignorant and make them wise.

Truman A. DeWeese, in "Practical Publicity," gives the functions of a trust company as follows:

"A trust company is a corporation authorized by law to act as trusted agent in the care and management of property, either before or after the death of the owner. It acts as executor and trustee under wills, as administrator, guardian or conservator; as trustee under mortgages and trust deeds, as trustee under agreements relating to life insurance, as trustee for investing money, the collection of incomes, the care of estates, as receiver and assignee, in fact as trustee under any declaration of trust of whatever nature."

The Los Angeles Trust Co., goes into this matter in the first part of their advertisement, but soon branches off into the better known department of their business, that of banking. This is a mistake. It is not sufficient for a trust company to merely mention that they act as guardians. They should tell how and why; give the advantages of a trust company over individuals in handling trust funds, etc. The little advertisement of the Lincoln Trust Company is about the way most trust companies are advertising their business. Even this business card affair brings them business. The newspaper advertisements should be planned along some particular course, such as the caring for the property of absentees, paying taxes on same, collecting the rents, etc., until the public are educated to that feature of the trust companies' business, and then some other feature should be taken up and followed until the desired result is reached.

CHAPTER XL

CARPETS, RUGS, ETC.

THERE is a remarkable lack of definite description to be found in most carpet and rug advertising. There is no doubt that a carpet is hard to describe so that the reader can see it before him in his mind's eye from the word painting. Nevertheless more information could easily be given so that the reader would have some idea of the quality, colors, patterns and so on.

Take the advertisement of P. J. Kelly & Co., New Haven, Conn., as an example. Here we have no idea of the styles, patterns, qualities of the carpets to be sold. The whole idea of the advertisement is to make known that "making, laying and lining is absolutely free until August 31st." The headline, "Save a big sum now!" is rather strong for what is being offered. The use of the word, "FREE!" in such large type is never recommended except when some article is offered free without any restrictions.

The make-up of this advertisement is bad all the way through. In the first place the cut is out of all proportion to the size of the advertisement. In the original this advertisement occupied ten inches double column. Using a cut of this size for an advertisement in this shape necessitated standing the cut on its side. This is a fault that is inexcusable. The shape and make up of the advertisement would have been greatly improved by using five inches across four columns. The reading matter could then have been run above and below the cut.



Note the two panels on this page devoted to Oriental rugs. These are taken from two different page advertisements of Frederick Loeser & Co., Brooklyn, N. Y. In one of these there is a curiously shaped illustration that is open to the same objection as Kelly's. It uses up too much space. It is not a good cut anyway. The arrangement is intended to represent a certain careless disposition of the rugs, but one gets just the opposite impression. The arrangement is too studied, too stiff to look careless.

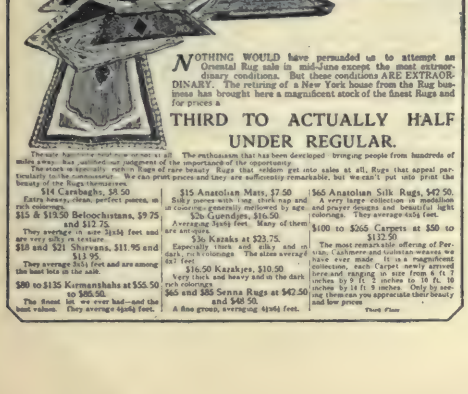


The arrangement of the type matter is good. The wording of the text could hardly be bettered. No high sounding adjectives or superfluous phrases; every word is made to count. A slight attempt is made to describe the quality of the rugs which adds tremendously to the value of the advertisements.

Revell & Co., Chicago, Ill., use two different names in their advertisement; one at top and the other at bottom. This is entirely unnecessary in advertisements of this size. This advertisement is a good one because it advertises but one rug; one at $1.95. The description is meager. It is a one-day bargain, and no doubt brought many customers to the carpet department.

Tull & Gibbs, Portland, Ore., gives us the best advertisement of rugs reproduced in this chapter. It is a clean-cut advertisement, getting down to business with little preliminary talk. The introduction states a fact in as few words as possible and is all the stronger for that. Sometimes a long "cock and bull" story is introduced into the introduction, spoiling the advertisement entirely. Note that these rugs are described in quality, design or pattern, color, size and former price. Is this not an improvement over mere figures?

Take the advertisement of N. Snellenburg & Co., Philadelphia, Pa., and see how little one can really learn from it. Nothing but names and prices are given. As a rule this is about as effectual in drawing trade as blank space. In this case it is







not so bad as that, for the backing of a large store and its reputation for bargains gives it an added value that the smaller stores could not expect in their advertising. This is a portion only of a full-page advertisement.

A. V. Manning's Sons, Trenton, N. J., advertise straw mattings in the advertisement here reproduced. The prices given may be attractive, the typographical arrangement pleasing from an artistic standpoint, but the advertisement is spoiled by the introduction of a cut in the center. It has necessitated the dividing of the offerings and scattering them all over the advertisement.

This advertisement originally occupied six inches four columns. If it had occupied twelve inches double column the arrangement could have been made quite as attractive and the offerings collected together. The side heading could have been combined with the heading, making them read, "Clearance Sale of Straw Mattings." The introduction placed below this and the illustration below that. Then the four offerings or items could have been given in four boxes or in four double column paragraphs or in four single column paragraphs with a dividing rule between. The name and address following this would make a good readable advertisement.

An advertisement must be made readable if it is to be effective. Art is all right for art's sake and in art's place, but by all means make an advertisement easy to read. Don't send a reader's eyes all over an advertisement looking for what is offered.



We reproduce the A. M. Souter & Co., Hamilton, Ont., advertisement merely for the idea it contains. Openings of rugs and carpets can be made profitable.

The great advertising periods for the carpet and rug business is in the spring and fall when house cleaning is about to commence, and during the time house cleaning continues. It does not neces-



sarily follow that advertising should be confined to those two seasons, for it should be continuous. Special bargains should be offered from time to time. Special inducements for purchasing "out of season" as it were.

A careful circular letter system can be made to bring results. Personal solicitation of those about to be married, or those who come to the city, or those who contemplate moving will result in many orders and can be undertaken by a salesman who might otherwise find time hanging heavily on his hands. There are many ways of securing live lists of prospects from the proprietors of moving vans, the classified to rent columns, and numerous other places.



CHAPTER XLI

CIGARS AND TOBACCO

THE cigar dealer as a general rule does little newspaper advertising. In many cases he considers it unnecessary because the manufacturer does some advertising for his benefit.

Of course this is not always so, for there are some cigar stores more progressive than others which go out after trade while their competitors are content to sit down at their counters and wait for trade to come to them.

The cigar dealer cannot afford to use very large spaces, but he can usually make small spaces pay good returns. A two inch advertisement, changed often, used to exploit one cigar or one brand of tobacco at a time will pay largely.

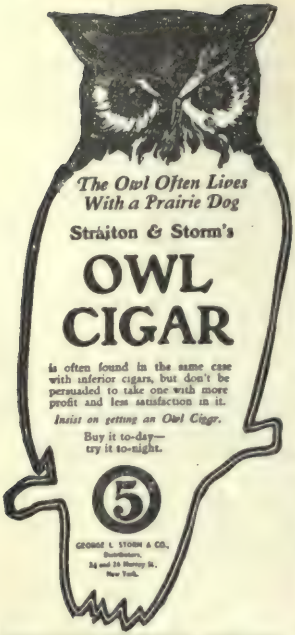
Cigars can be advertised for their mildness, purity, aroma, taste etc., and the price can be used as the lever to bring trade when they are sold at prices lower than usual.

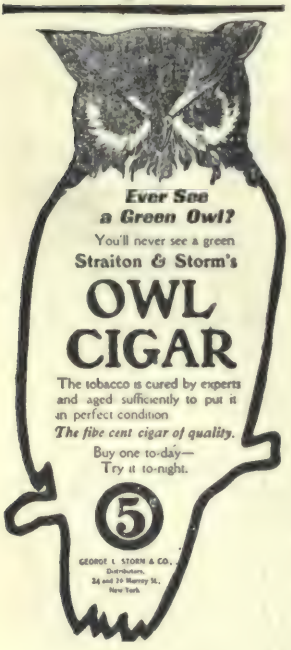


Illustrations can usually be used to good advantage. An illustration of a cigar itself is of little value besides indicating that the advertisement is one dealing with cigars, and the headline should clearly do that.

Illustrations prepared especially for each advertisement and showing distinctly the pleasure man takes from a comfortable smoke are worth the money spent upon them.

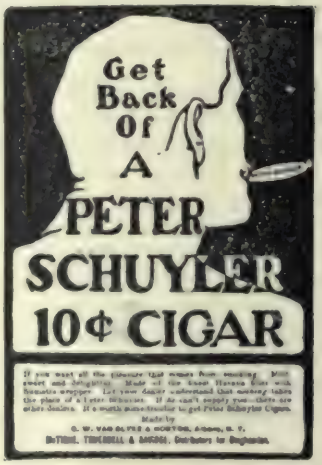
The illustrations used in advertising the "Magnificos" and the product of the Waldorf-Astoria Segar Company are good. There is just a little too much gingerbread surrounding the text of the latter advertisement to make it perfect. The Peter Schuyler illustration in black and white will attract attention wherever it appears. It is used effectively to stamp the name of the cigar and the price upon the reader's mind. The text is full of good suggestions, remarkable as much for what it does not say as for what it does.


The Owl Often Lives
With a Prairie Dog
Straiton & Storm's
OWL
CIGAR
is often found in the same case with inferior cigars, but don't be persuaded to take one with more profit and less satisfaction in it.
Insist on getting an Owl Cigar.
Buy it to-day—
try it to-night.
5
GEORGE L. STORM & CO.,
Distributors,
24 and 26 Murray St.,
New York.


Ever See
a Green Owl?
You'll never see a green
Straiton & Storm's
OWL
CIGAR
The tobacco is cured by experts and aged sufficiently to put it in perfect condition
The five cent cigar of quality.
Buy one to-day—
Try it to-night.
5
GEORGE L. STORM & CO.,
Distributors,
24 and 26 Murray St.,
New York

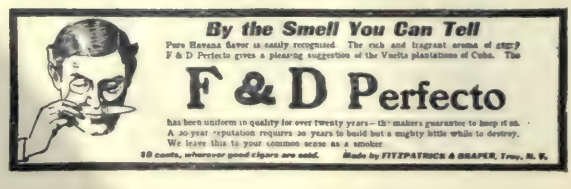

The Waldorf-Astoria
Segar Company
Hear what the Ladies say of
THE SCENT OF
A GOOD SEGAR.
"What is it that comes thro' the deserting dusk,
Something sweeter than jasmine scent,
Sweeter than rose and violet scent,
More potent in power than orange or musk?
The scent of a good Segar
—Rose A. Carrington
BE REWARDED THE PRODUCTS OF THE FAMOUS FACTORY


ARE YOU A SMOKER
OF THE
TEMPTATION
10¢
-LONDRES-
CIGAR
A cigar of quality. Always good. Every one worth 10c.
Your dealer has them. Ask him.


Get
Back
Of
A
PETER
SCHUYLER
10¢ CIGAR
If you want all the pleasure that comes from smoking, Mild, sweet and delightful, Made of the finest Havana filler with Sumatra wrapper. Let your dealer understand that nothing takes the place of a Peter Schuyler. If he can't supply you—there are other dealers. If a worth-while dealer to get Peter Schuyler Cigars.
Made by
G. W. VAN GELDER & SONTON, Adams, N. Y.
BATTERS, TOWNSELL & ANTHONY, Distributors for Binghamton


¶ Selecting the best growths, however rare, of Turkish tobaccos—and none but the best—and blending them in a way arrived at only after years of patient study and experience—these are the secrets of the remarkable popularity of
MURAD
CIGARETTES
¶ They are the latest and best productions of the skill of Allan Ramsay, who served for nineteen years as government expert of Turkey. During all his period Mr. Ramsay's cigarettes alone were the accepted brands of Turkish diplomats and courtiers.
10 for 15 cents.


GET THE HABIT
SMOKE IRVING CIGARS
AND SAVE THE COUPONS
VOTE FOR THE WISE OLD MAN AND A IRVING CIGARS
THE WISE OLD MAN FROM MARS WINS THE VOTES.
The Libs and Pro Cons are all wise-eyed with fear,
The crowd now would give them a sneer,
While torchlight processions and banquets and feats
Still greet the Old Man everywhere.
He wins for the years wherever he goes
And the Libs and Pro Cons know they're going to lose,
Against "Canada and IRVING CIGARS."


By the Smell You Can Tell
Pure Havana flavor is easily recognized. The rich and fragrant aroma of ripe F & D Perfecto gives a pleasing suggestion of the Vuelta plantations of Cuba. The
F & D Perfecto
has been uniform in quality for over twenty years—the makers guarantee to keep it so. A 20-year reputation requires 20 years to build but a mighty little while to destroy. We leave this to your common sense as a smoker.
10 cents, wherever good cigars are sold. Made by FITZPATRICK & DRAPER, Troy, N. Y.


NO!
there are some
"Just as good."
in
Pippins
are in a class by themselves, and are the greatest
5c. Cigar on Earth.
M. EHRMAN & CO., Distributors,
SAN FRANCISCO
M. TRAIBER & CO., Manufacturers, BOSTON,



Kilties Cigar

LATEST and BEST

5c SMOKE

Ever Offered.

Ask For One

MANUFACTURED BY THE

SCHRADER'S CIGAR CO

284 North John Street, Hamilton.

THEY EQUAL THE BEST
EXCEL THE REST

Seal of Minneapolis 10c Cigar

Long Green / Wheat Belt } 5c Cigars

ALL UNION MADE

J. W. Pauly, Maker

317-319-321 Plymouth Avenue
MINNEAPOLIS MINNESOTA

Largest Union Cigar Factory West of Chicago

Right Under Your Nose



OUR Little Sailor CIGAR

IS PRIME VALUE FOR THE MONEY.

ALDRIDGE BROS.

Manufacturers.



HAS IT EVER DAWNED UPON YOU?

that you are paying too much for your cigars? That some at ten cents are really not a whit better than the Bachelor at five. Unless you have money to throw away it would be a good plan for you to smoke a half dozen or so Bachelors and get what you are entitled to in aroma, tobacco quality and serene satisfaction.

Jno. E. Tyler & Co.,

Grand Opera House

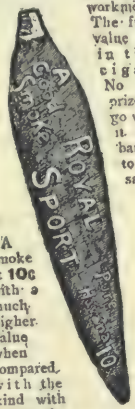
108

The only cigar of its size containing a full imported filler; sold for 5 cents.

108

Royal Sport

A cigar for the smoker who requires the spicy richness of the pure havana leaf. Hand made by skilled workmen. The full value is in the cigar. No prizes go with it. No bands to save.



A smoke at 10c with a much higher value when compared with the kind with the bands to save.

Each Cigar in a Paper Cover.

If your dealer does not keep them, write us.

The Sherbrooke Cigar Co., Ltd,
Sherbrooke, Que.



Lives There a Man With Purse So Full

that he can afford to pay 10 cents for a five-cent cigar of equal quality. The world and the echo answer "No," buy a Bachelor 5ver and get a ten cent quality. Once twice, thrice, the Bachelor beats all for the money.

TYLER & Co

Grand Opera House.



SMOKE

There is all kinds of smoke in Lexington and there is some that is very objectionable, but that is not the smoke for any of our good

CIGARS

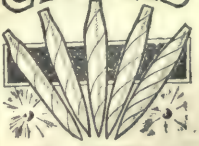
There is no one that carries a better line of cigars than we do and can please the hard to please.

IMPORTED AND DOMESTIC.

BOX TRADE A SPECIALTY.

SMITH-McKENNEY COMPANY

CIGARS



HOFFMANETTES,
COMMANDER,
LORD DOVER,
EDWIN FORREST,
GRUMBLER,
JAMES G. BLAINE,
TOM HOOD,
BILL DUGAN.

All at $1.50 per box of 50

Joseph Graziano,

The Cut Price Cigar Man.

114 Penn St. 'Phone 910-D.

CIGARS

For a real good smoke we have

Pharaoh, Lord Tennyson, El Padre, Peg Top, Tommy Aitkins, Shamrock, Cable, Pebble, etc.

Jas. Kelly & Co.

5 the W

The White Star.

Our new five cent cigar, cannot be equaled. It has mark of perfection in looks and makeup, and in quality there is nothing better. On sale everywhere.

Fitzpatrick & Draper, M'f'rs.

The advertisement of the Irving cigar is of interest because of its timeliness. The text is very weak. The illustration or cartoon appeared at a time when such things were appearing in all the papers—at election time. A little less detail in the illustration and a little more sense in the text would have made it a much stronger advertisement.

The advertisement of the "Pippins" cigar is commonplace. It makes just the same claims as all other advertisers of cigars and in just the same way. This space could have been used to much better advantage.

The advertisement of the "F. & D. Perfecto" is another of the kind that are common. Such facts as are given could better be omitted and something more definite about the cigars mentioned to better advantage. The illustration and headline correspond, but neither are very good. The one looks as if a man was trying to cut off his nose and the other reminds one of the stable or some other unsavory place.

The advertisements of the "Owl Cigars" are interesting, not alone from the fact that the illustration will rivet the attention of the reader, but because some one point about the Owl cigar is brought forth and allowed to soak in, as it were. Each day a new argument is used. This style of advertising is likely to prove far more effective than the general publicity given to cigars in the manner shown by the advertisements reproduced above.

The Temptation ten cent cigar advertisement is not as good as it might be, but it is tastily arranged. "A cigar of quality. Always good" means practically nothing when it is seen in advertising hundreds of different brands of cigars.

The Murad cigarette advertisement is good because it tells us something about cigarettes; how the tobacco is grown and blended; why they are good.

The advertisements of the "Kilties Cigar," "Little Sailor," "108" "The White Star," the three brands offered by J. W. Pauly, and the numerous brands offered by Jas. Kelly & Co., while specimens of well displayed advertisements, can do little more than bring the name of the cigars before the smoking public.

The Tyler & Co., advertisements are embellished by silly illustrations that a few years ago might have been considered funny, but which are now considered foolish.

The advertisement of the "Royal Sport" contains more food for thought than the rest of the advertisements reproduced on the same page.

The Smith-McKenney Company make a mistake by not advertising some particular brand of cigar. Their advertisement looks good, but it is so shallow no one would be influenced by it.

Cigars at cut prices are offered by Joseph Graziano and is a perfect advertisement of its kind. There is no wasted words leading up to the subject. Just a plain statement of facts. It should pull trade every time it appears.

During the past few years a large trade in cigars has been done by mail-order firms. Such a business requires a large capital to be spent in advertising before any returns can be expected. In a department on Mail Order Advertising will be found hints for mail order exploitation suitable for use by the mail order cigar manufacturer.

CHAPTER XLII

MEN'S AND BOYS' CLOTHING

READY-TO-WEAR clothing is as surely taking the place of custom tailored clothing as the ready-to-wear shoe has usurped the place of the custom-made article. Good advertising has had its share in bringing about the latter and will as surely help to bring about the former.

Clothing is a necessity. Climate and the law renders it impossible for man to get along without clothing. Good advertising is doing much toward making it imperative

that man's nakedness shall not only be covered, but that it shall be covered according to good taste. In the years long gone, any article of clothing that would cling to the body was satisfactory. In that day a father weighing two hundred pounds could pass his suit along to the son weighing a hundred. Not so to-day. The son must have the newest and nattiest clothing obtainable while the father follows pretty closely the pace set by his offspring.

The profits in clothing are sufficient to make energetic and progressive merchants good advertisers. The larger the output the larger the profits. Double the sales at a third less profits has been the keynote of one firm's advertising and they are doing the business.

The clothing business is easily divided into two classes. The one caters exclusively to the better class of trade while the other goes after the masses. There are a large number of firms, of course, that steer a midway course and grasp a slice from each of the others.

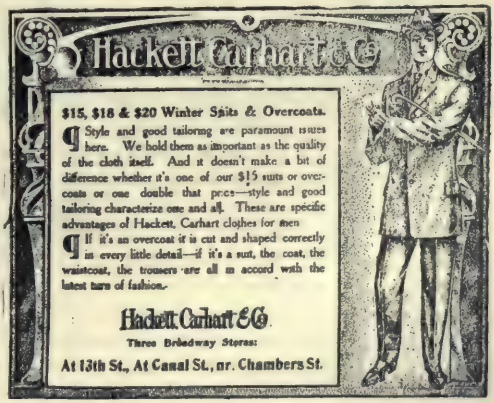
Among those who cater to the highest class of trade, Brokaw Brothers, New York, are among the leaders. They employ a distinctive style of advertising, using small spaces and advertising some new feature every day. We reproduce two examples of their advertising. These advertisements are cleverly written, and while usually of a general nature, expressive of the high quality maintained by the store, feature one class or article at a time, such as, raincoats, youths' suits, overcoats, men's suits, etc.





Wm. Vogel & Son, New York, also cater to a good class of trade. Their advertising is usually of the descriptive and instructive class. The illustration in the advertisement reproduced is good. The arrow points to the kind of shoulder then in the height of style.

Hackett, Carhart & Co., also of New York, use a distinctive style of advertisement. In this case the distinction is brought about by the border, which is very attractive. The high-grade idea is attractively presented in this advertisement.



Browning, King & Co., have stores in several large cities and sell their own make of clothing. They use as a feature of all their advertisements an illustration of Beau Brummell in some characteristic pose. This has become recognized now as a trade mark of these advertisements as much so as the trade mark shown in the advertisement. This advertisement features light weight clothing, which is in itself an innovation of late years in the clothing trade. The linen duster and the seersucker coat of a few years ago were the forerunners of the handsomely tailored two-piece suit of to-day.



Best $15 Suits

WHEN you pay $15 for Schwab's "set price" Special Suits, you secure a garment vastly superior to the majority of suits at that price. Some dealers may give you values as good, but we doubt it—we have every reason to doubt it. We know what workmanship and what quality we put into these garments; that is why we set the retail price. Take no chances; if you want the best $15 Suits, the original garments with the price set by the makers, insist on getting Schwab's $15 Special Suits for Men and Young Men. Good clothing dealers everywhere sell them—look for this shield,

"It's on the Sleeve"

Schwab St. Louis. REGISTERED TRADE MARK $15 Schwab Clothing Co. Saint Louis Make

"The Shield that sets the Price and sets the Pace."

Send two 2-cent stamps for our new Spring Fashion Booklet and samples of cloth.

Schwab Clothing Co.
Makers of Men's and Boys' Clothing
Dept. 102 ST LOUIS, MO.

For Friday and Saturday

Easily the Clothing Event of the Season

Men's Blue and Black Suits

Single or Double Breasted; some are Silk Lined

Always $25, $30 and $35, Choice

$19.50

THE way we manufacture is an open formula—exacting tailoring, clever designing, fast colors, solid linings and all wool. The Black and Blue Suits offered to-day are the best we make—as good as the best in the business make—and extraordinary value at $19.50.

And

Men's English Walking Suits, ideal for morning or afternoon wear; together with a superb group of Single or Double Breasted Worsted and Tweed Suits, always $25 to $35, same price, $19.50.

Bring the Boys With You

Two Big Bargains for Big and Little Fellows

Youths' Suits — Values up to $10. Single or Double Breasted Boys' Suits in all styles, all wool, solidly made and a fine assortment of nobby patterns, sizes 14 to 19 — $9.75

Knee Suits — Values up to $5. 6-teller Knee Pants Suits at $4.80 ought to hatch fathers and mothers here in a jiffy Friday or Saturday; sizes 7 to 14, $2.85 to yours

Smith, Gray & Co.,

THREE STORES.
BROADWAY AT 34ST ST., NEW YORK.
FULTON ST. AT FLATBUSH AV. BROADWAY AT HOWARD AV. BROOKLYN

Browning, King & Co

CLOTHIERS, FURNISHERS, AND HATS

Weather Changes.



Whether it's rain or shine to-day, there's no time in the year when a Rain Coat is not in season

It's a Top Coat if the sun is out and takes the umbrella's place if it rains

We've a full assortment—$15 to $35.

"Preparedness for rain or shine" said Beau Brummell prophetically "will be achieved when a rain coat is worn at

Broadway at 32d Street — B&K — Cooper Square at 5th Street

Fulton Street at DeKalb Avenue, Brooklyn

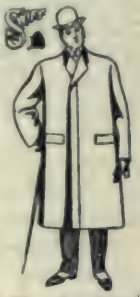
Smith, Gray & Co., meet the popular price clothiers half way in their advertising. They offer "specials" and by featuring them in their advertising draw many to their stores who might not be interested in the style of advertising done by Brokaw Brothers and Hackett, Carhart & Co. In the advertisement reproduced there are three specials offered for Friday and Saturday only.

This advertisement is a fine specimen of an all type advertisement. White space is used judiciously, making the advertisement stand out well. The light rule border holds it together forming a complete advertisement.

P. B. Kearney, Schenectady, N. Y., advertises overcoats at $10 worth $12. The illustration is the best part of this advertisement. The introduction is loosely constructed and there are too many headlines. If he had come out strongly in a headline saying

$12 OVERCOATS FOR $10

it would have had more meaning to readers than the one word "overcoats."



It is an undisputed fact that the Busy Clothier's tailoring department has a wide reputation as being the largest in the city, in connection with a clothing store, the most painstaking tailors being employed

Handsome fall and winter suitings and overcoatings are now on the counters.

There are a number of changes in the fashion plates for this fall. Come in and see them.

M. C. Swift & Son,
157-159 Union St.

M. C. Swift & Son, New Bedford, Mass., advertise overcoats made to order. This is another feature of the clothing business that is coming more to the fore. That is the amalgamation of the ready-to-wear and the custom-made clothing business. It is only natural that these two lines should now be run together. Formerly, when ready-to-wear clothing was made in any shape and style the two were enemies. To-day there is no reason why the man with a normal figure should not step into a store and pick out his suit, try it on to see how it becomes him, pay for it and carry it away with him.

BEST MADE CLOTHING

In Schenectady



Overcoats?

The same as we sell at $10.00 are worth $12.00. These overcoats are overcoats that any man would be proud to wear. To see them on another fellow's back you'd swear they cost $15.00.

They're Worth it too.

But our great facilities enable us to offer you these fine overcoats this week for the trifling small sum of

$10.00 each

We invite you to call this week and inspect these fine overcoats, even though you don't intend to buy.

See them today

Blacks, blues, greys, oxfords, herringbones, belts or full backs, all at $10.00 each

P. B. KEARNEY

Outfitter and Furnisher to the People

303—State Street—303

The man who cannot do this must of necessity patronize the merchant tailor. Why then should they not be under the same roof.

Swift & Son might have stated what the new materials for fall were and also told something about the prices. This "New fall goods have arrived" kind of advertising is not sufficiently strong to make a lasting impression upon any man.



The one-price specialty clothier has arrived. We have him in the merchant tailors' ranks as well as in the ready-to-wear class. There is good reasons enough why this should be so. The one price idea has been accepted by hatters and shoe merchants, why not in other lines? The advertisement of the Schwab Clothing Co., St. Louis, Mo., is a direct appeal by the manufacturer to the consumer. This is a form of general advertising that has in the last few years been used by manufacturers in many lines and found successful. Dealers handling these lines of clothing get the benefit of all the advertising in all the papers and magazines, included in the advertising campaign, that comes into his locality.

The children's department of the clothing store is often neglected by the smaller merchants. They have failed utterly to realize the great value children's trade is to a store. It brings the parents to the store. The boy when small becomes accustomed to going to the store and usually keeps in close touch with it for many years. In one of Simon Long's Sons' advertisements of school suits the firm says:

"The store that sold your father his first school suit." We reproduce one of this firm's advertisements of school suits. It is a good example of display. Illustrations are good. The offerings are bunched well together and the prices prominently displayed.



Hope, New York City, is a hopeless case. He will persist in squeezing all the words he can into his advertising space. The advertisement here reproduced looks as if the words had been pressed down very carefully so that they would all fit in. The same amount of information could easily have been conveyed to the reader in half the number of words. If this had been done it is altogether probable that double the number of men would have read the advertisement.

The illustration is not a good one and the name-plate could be much improved.

One feature of clothing advertising very noticeable in the larger cities is the large size of some of the illustrations. This is only a fad and will not continue because it is too expensive. Illustrations are all right and should be used lavishly, but when two-thirds of a page is given up to an illustration and the balance to mere commonplace statements

that a firm sells overcoats and suits at $10 to $35 it is time to cry a halt. The tendency even now is toward a more rational use of cuts.

Brill Brothers, New York City, use a small black and white cut most effectively in the advertisement here reproduced. By allowing plenty of white space below it the cut becomes much more prominent than if it had been surrounded with type.

This advertisement of a "sale" is a little out of the ordinary. As a usual thing advertisers think it necessary to "spread" themselves when advertising a sale, but it is not always good policy as this advertisement clearly proves. They say:

> "If you buy now for next winter you have not only the twenty-five to forty per cent. off our regular prices, but also the twenty per cent. advance you will have to pay next winter because of increasing cost of wool and labor."

This point is well taken, but it is hardly one that will be believed by most people. It is a stock inducement held out by salesmen when there is any inclination toward a rising market.







The two advertisements here reproduced of the Scotch Woolen Mills Co., are a type of the special sale advertising done by a number of similar concerns throughout the country. They never reduce prices, but always offer some extra inducement such as a suit case, a pair of trousers or a fancy vest, or a pair of shoes. This is perhaps just as effective as knocking a goodly sum from the regular price and will not produce a tendency toward lower prices at ordinary times. This style of advertising might be adopted by clothiers selling ready-to-wear clothing in the dull season instead of slaughtering prices right and left.

A large number of credit clothing stores are springing up in the larger cities. These installment houses will continue to branch out until every branch of retail trade is included.

That they fill a "long felt want" cannot be doubted. These stores cater to the working classes and to a certain extent to the less careful among the professions.

We reproduce two advertisements of this class of stores. That of Menter & Rosenbloom Co., Columbus, Ohio, is very well displayed. The prices quoted are certainly low enough to be attractive to those working for small wages.





Askin & Marine operate a number of stores throughout New York State, and the advertisement reproduced is for use by all of them. This is a very creditable piece of work. The harvest field scenery might better have been omitted and clothing illustrations used. The argument in favor of credit is rather hard to believe, but may be true for all that.

CHAPTER XLIII

WOMEN'S CLOTHING

IF THERE is any kind of advertising that requires more attention than another it is the advertising of women's clothing. A close attention to details is absolutely necessary to make it a success.

Women, more so than men, will read the advertising pages of the newspaper very carefully in an endeavor to find the most favorable offerings. In the proper seasons women look for the clothing offerings, compare those of the different stores and make the store whose offer pleases them most the starting point of their shopping. As a usual thing if the offering is what she conceived it to be a sale is made and her shopping is ended. If, on the other hand, the offering is not up to the advertising she passes on to the next store, and continues doing so until the garments to be purchased are found satisfactory.

To make such advertising successful the garments must be carefully described. Women love to read all about dress. They will read the clothing announcements, even after they have made their purchases, for the purpose of comparing styles and values.

It is almost as necessary to quote prices as it is to advertise that clothing is for sale. If it is possible to make the price appear a special one, or a reduced one, the effect is

greater. A woman dearly loves a bargain and will chase all over the city to get it. But, mind you, when it is found, it must be as represented, a bargain.

Babbitt & Co., Albany, N. Y., had a very strikingly displayed advertisement occupying half a page in the Albany papers. This advertisement, which is reproduced on this page, while a handsome piece of typography is hardly calculated to sell many women's suits. This advertisement is written in the old stereotyped way. Note these old-time phrases:

"In wearing our garments ladies can feel assured of being cleverly and properly dressed."

"We give our patrons the very best garments the world produces and at the lowest prices."

"We have a most complete line of——."

"Our line of —— is a very choice one."

"We also show a large assortment of——."

"A choice line of high-grade——."

"—— in great variety."



The price question has been entirely ignored, but as this may be regarded as a formal announcement of a season's opening they might properly be omitted. However good this advertisement may be to look at, a reading of it will not give any woman an idea of what the garments mentioned are like, nor how much they cost.

Compare this advertisement with the opening announcement of Simpson Crawford Co., New York, N. Y. In the latter advertisement we have a formal invitation to attend an opening to be held on certain dates. Is that all?

The strong advertising value of the Simpson Crawford Co.'s advertisement lies in the absence of words and the presence of pictures. Can any one look upon this advertisement and say illustrated advertisements are not stronger than all-type displays? This is as handsome an advertisement as can be found anywhere, and of its class about as effective as any.

The illustration in Babbitt & Co.'s advertisement is good but it is merely emblematic. It is not a picture of a real gown. Those shown in the Simpson Crawford Co.'s advertisement are representations of real gowns worn by real women. As such they deliver their message to every woman who sees them.

While the illustration of Babbitt & Co. illustrates a tendency of dress styles toward

shepherds' plaids, there is not a word about them in the advertisement, which is a mistake.

By far the greater part of women's clothing advertising is carried out upon the sale principle. At least this is so in the larger cities. The women like to buy goods at specially reduced prices. If she can choose between a $50 dress for $25 at one store, and a $25 dress for $25 at another store, both being of equal value in style, material and make, she will surely choose the former. Advertisers recognize this fact and often inflate prices



for the purpose of reducing them. Each merchant must decide for himself whether to adopt such a questionable method or not.

The Keely Co., Atlanta, Ga., advertise a special in white linen skirts in a sensible manner. They do not claim that the skirt is a $7.50 skirt for $5, as some would, but they make an even stronger claim than that, because it is worthy of credit. The display of this advertisement is all that can be asked. Every part of it is in perfect accord.

The story is told in the introduction. The skirt is then described and the price given.

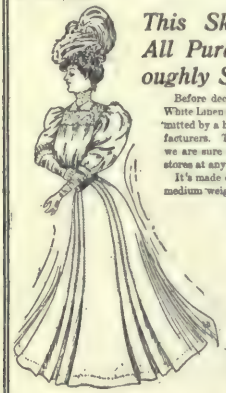
But a great deal of the value lies in the headline. Upon reading the words, "Of course you want a white linen skirt," you can almost imagine you catch the inflection of the voice, it is so persuasive. Of course every woman would say "yes" to this proposition.

There is one fault that appears in this advertisement that can be found in a large

KEELY'S | KEELY'S | KEELY'S

Of Course You Want a White Linen Skirt

Every fashionable woman will want a supply of white linen skirts for Spring and Summer wear. Here's a chance to buy them at a very low price—the newest style, thoroughly well made in every detail, perfect fitting and altogether satisfactory skirts. We've contracted for a thousand of them; the first hundred will be on sale tomorrow in our popular second floor.



This Skirt Is Warranted All Pure Linen and Thoroughly Shrunk

Before deciding upon this, our leading style in White Linen Skirts for 1906, we had samples submitted by a half dozen of the best New York manufacturers. This was, by far, the best of the lot and we are sure that you won't find its equal in other stores at anything like so low a price.

It's made of an excellent grade of white linen, medium weight and thoroughly shrunk. The design is exactly as shown in the accompanying illustration — circular gored, full flared and finished with plaited panels. A very stylish and serviceable skirt.

All Sizes **$5.00** All Lengths

Mail Orders will have our prompt and careful attention. In ordering by mail be sure to give size of waist, hip measure (taken 6 inches below waist line) and length of skirt.

Keely Company

John Taylor D.G.Co.

Beginning Monday, a Showing Extraordinary of

"1906" Styles in White Waists

Superiority—that's the keynote of this event; superiority in value, in style and in assortment.



No. 1—$2. No. 2—$2.95 No. 3—$3.95 No. 4—$1.50 No. 5—$2.95

The waists illustrated above are representative of the excellence of the scores of styles ready for choosing. Make your selections now. It will surely pay to do so. Early purchasers will save accordingly as we have saved by purchasing early, for the recent advance in the price of materials, especially for laces and embroideries used for trimmings, means an advance in selling prices later in the season when depleted stocks are replenished. Selection from complete assortments is likewise to be considered.

No. 1 at 98c—White Lawn Waist with embroidered front, tucked yoke, opening to back.

No. 2 at $2.95—White Lawn Waist with tucked yoke, front lace trimmed and embroidered.

No. 3 at $3.95—White Lawn Waist, elaborately lace trimmed, with the new French short sleeves.

No. 4 at $1.50—White Lawn Waist, most attractively embroidered fronts and lace trimming.

No. 5 at $2.95—White Lawn Waist, cleverly designed, with front lace trimmed and embroidered.

Mail Orders for the above Waists will receive prompt attention. State bust measure in ordering. Address, John Taylor Dry Goods Co., Dept. 31, Kansas City, Mo.

"SOMETHING NEW EVERY DAY"

Jacoby Bros.

231-233-235 South Broadway

Special demonstration in corset department today. Corsets fitted by experts. $1 upwards.





360 Beautiful Sample Suits $15

Values $22.50 to $30.50

This lot of show room and travelers' sample suits comes from the biggest and best known manufacturer in New York City. It is all clean, well made merchandise and the especially attractive styles show the high taste of the designers' art. The assortment could not be better. Fine all wool Panamas in all the wanted shades, such as pearl gray, rose, Alice, reseda, navy and black. Fancy worsted mixtures, basket weave taffeta silks. A few solid as high as $30.50, a few as $22.50, but the majority are worth $27.50, $29.50 and $32.50. Your choice for $15.

300 Swell Sample Covert Jackets $7.50

Values $10 to $15

This lot consists partly of samples and partly of regular stock from the same house that sold us the suits. We bought them at almost half their regular value. They come in all the popular light shades of covert, taffeta silk and satin lined, tight fitting semi-fitting and loose backs. All sizes from 32 to 44. The regular selling price of this lot would range from $10 to $14, but all go on sale at $7.50.

Just for Thursday

Women's muslin gowns, plain and well made of good muslin, long and good width, regular 59c value, special 39c.

Women's drawers, 19c. A good garment at 25c, good substantial material, hemmed ruffle, special 19c.

Women's muslin petticoats, 49c. Made of good cambric, embroidery trimmed, wide and long, worth 75c, special 49c.

72x90-inch neatly seamed sheets, good muslin, regular 50c, special 36c each.

81x90-inch seamless sheets, extra fine quality, regular 85c value, special 59c each.

42x36 extra fine quality pillow cases, special $1.25 a dozen.

45x36-inch soft finish pillow cases, regular 16 2-3c, special $1.65 a dozen.

1 case full sized spreads, good weight and neat patterns, special 79c each.

150 dozen towels for bath and toilet; good weight and size, special 8 1-3c each.

25c Gilt Belts 9c

About 600 stylish gilt belts. The kind you pay 25c for. Special 9c.

Just received a shipment of long Silk Gloves, black only, $1.98 a pair.

The Columbus Dry Goods Co

The only store in Central Ohio that shows a complete new stock of merchandise.

A Number of Tailor and Afternoon Gowns at Prices Which Have Been Considerably Reduced, as Follows:

Regular $35.00 and $27.50 Suits in Panama and Tropical worsteds. Pearl Gray, Medium Gray, Alice Blue, Navy and Black, reduced to

$19.50

Regular $32.50 and $38.50 Eton, Bolero and Pony Coat Suits in all the newest and best materials for

$27.50

Regular $42.50 and $47.50 Voile Suits, silk lined, in Pearl Gray, Alice Blue, Navy and Black, for

$32.50

Covert Jackets

Regular $25.00 and $28.00 Jackets, all sizes and styles, for

$20.00



Sixth and Spring Streets

proportion of those reproduced throughout this volume. It is the lack of address. Strangers might read Keely's advertisement within a block of that establishment and entirely miss its importance to them, because they knew not where the store was situated. If a man or a woman has to feel his or her way around because advertisers have not

John Wanamaker | John Wanamaker | Store Closes at 5:30 o'clock | John Wanamaker | John Wanamaker



The Gowns of Paris Are Here

The Most Artistic Exhibition of a Great History

TODAY the great fashion event of the Spring season is announced. Women of Paris go to Auteuil and Longchamps to see the masterpieces of the great couturiers. Women of New York come to the Wanamaker Exhibition. Nowhere else in America is ever to be seen such an assemblage of dresses of the *premier* class.

Appropriate Opportunities in the New Dress Goods

SPRING and Summer Dress Fabrics, under prices in the early Spring Time and plenty of opportunities all together

That's the kind of noteworthiness that counts public favor. This store's new Dress Goods responsible for a large share of the business and wonder. The following are a few:

72c ALL-WOOL BATISTE at 39c a Yard.
A fabric somewhat brought before the advantage in weaving; it is reversible of all, with attractive twilled effects; light shade, light gray, champagne and tan; 42 inches wide. Fourth aisle.

29c SILKED LINEN SUITINGS at 15c a Yard.
Made in Belfast Ireland. Our own color made the fabric given. Light blue, dark blue, gray, champagne, brown, oatmeal and gray prettily combined, with a few in other colors. Fourth avenue.

29c FIGURED COTTON VOILE at 15c a Yard.
Pretty and after the most expensive imported Swiss figured in and colors. White, light blue pink, tan and black.

18c PRINTED BATISTE at 12½c a Yard.
Of the best value—the highest which has ever been used at this price. Fine Printed Batiste, daintily flowered patterns, figures, stripes and dots, in many and fashionable colorings. Fourth avenue.

MERCERIZED COTTON TAFFETA at 49c a Yard.
In lustrous quality and handsome taffeta finish; 36 inches wide; extraordinarily low price. White with a variety of colors. Every needed evening shade and black and white; remnant wanted. Fourth aisle.

59c LINEN SUITING at 29c a Yard.
Of fine sheer and mercerized cotton yarns. Silky soft and shining. In all the leading colors. Fourth aisle.

59c ALL-WOOL BATISTE at 47½c a Yard.
A splendid quality fine fabric in all the new shades for suits or one-piece dresses—the maker must sell on, and we must sell you the higher price. Black, green, gray, pink, tan and brown. 38 in. wide. Fourth aisle.

The Display of New Model LILLIAN CORSETS

LILLIAN grace and beauty have never been more telling than in the full display for 1905

The new models show firm, purple lines and pliancy and none but the very best corsets have been.

They improve natural grace and conform to the new figure imported Lillians.

At $6—Straight-front, high bust, medium hips and small tapering waist, with supporters from French corset.

At $10—Of handsome white silk brocade, beautifully flowered in all; straight front.

At $12—Straight front, beautifully designed of pink figured brocade; high bust, small waist and circular hip gore perfectly proportioned.

At $15—For full figures, exceedingly durable and comfortable, of white and colored brocade silk.

At $18—New and modish models for the stout figure, of white and colored brocade silk, with elastic gores.

At $20—Gore gores, graceful carriage and perfect comfort under or handsome silk brocade, and trimmed with Mechlin medallions.

Experienced fitters will help you find the proper model.

Second floor Tenth street.

Men's Suits and Overcoats

FOR days like yesterday.

We have devoted much attention to our Black Thibet Sack Suit at $15. It is a well-tailored suit of clothes—made single or double-breasted—all-wool, strictly. Lined with Venetian cloth. It is dressy and serviceable. We are proud of it. And do not think that its equal can be had in the city at the money. Also—

Many a black and Oxford-mixed Spring Overcoats at $15—Black Thibet 42 inches long; Venetian cloth-lined, satin sleeve-linings.

Oxford-mixed Cheviots 42 inches long; Venetian cloth-lined satin sleeve-linings.

The Warmest of all-wool Overcoats, of Oxford-mixed cheviot, silk-lined and faced to edge. The very best value ever offered in a silk-lined coat, at $15.

Second floor Fourth Avenue.

Dressing the Boy

THAT is a problem every mother has to face. Ever so many mothers have solved it to their satisfaction, and the delight of the boy by outfitting him at WANAMAKER'S.

The country of our Boys' Clothes, the style, and the workmanship are the fit, and the wear, and the price—all are all right.

Why not join the delighted army? For this weather: Blue Cheviot Sailor Suits, with bloomer trousers, in blue serge and handsome mixed cheviots; sizes for 3 to 10 years, at $3 a suit.

Norfolk Jacket Suits, with two pairs of trousers, in mixed cheviots; sizes for 8 to 18 years, at $5 a suit.

Double-breasted Jacket Suits, with two pairs of knee trousers, in fine worsted mixed cheviots; sizes for 8 to 18 years, at $7 a suit.

Long Trousers, of tan cassel cloth; smart garments; sizes for 14 to 18 years, at $2 each.

School Blouses, of madras, for boys of 8 to 15 years, at 50c each, usually 75c. Second floor Ninth street.

GLOVES of Elegance

SPRINGTIME hand-coverings—the famous "Reyser" kind—for men and women.

Refinement and serviceability are the characteristics of this famous make of gloves.

FOR MEN

1-clasp Pique Chevrette Tans, at $2.25 a pair.
1-clasp P. K. sk. Chevrette Tans, at $1.50 a pair.
1-clasp Pique Suede, gray at, $2.25 a pair.
Broadway and Ninth street.

FOR WOMEN

2-clasp Kid Overseam at $2 a pair.
2-clasp Kid Pique, at $2.5 pair.
2-clasp Suede Pique, at $2 a pair.
2-clasp Suede Overseam, at $1.75 a pair.
1-button or 2-clasp Overseam and Tucking, at $1 a pair.
Tenth street.

Vigorous Last Days Of the March China Sale

THE last days of the Great Sale of China. Bric-a-Brac and Cut Glass are as full of strenuous life as the earlier ones. Still fine Table China, artistic Decorative Pieces, and brilliant, handsome Cut Glass at prices low beyond precedent.

And the added impetus—the summer and the month go out together

Promptly then.

BRONZES, MARBLES and PEDESTALS

Marble Busts and Figures, in a variety of classic and fancy subjects, at $5.50 to $150, regularly $7.50 to $200.

French Bronzes in Figures, Groups and Busts, at 25 to 50 per cent. regularly 37 to 75.

Marble and Onyx Pedestals, at $30.00 to $200, regularly $41 to $300.

BRIC A-BRAC

Fine pieces of Royal Bonn Ware, Teplitz and Moustier Ware ordered at one-half and less than regular prices—2% to 50c, regularly 50c to $47.50.

SEVRES PLATES

Green, and light blue borders with gold scrolls, and floral decorations of exceptional beauty, 9½ inch, fine at 75c each. Main Floor, Balcony Enlargement.

FISH and GAME SETS

Fine French China beautifully decorated

Fish Sets, fifteen pieces at $10 and $18, worth $15 and $27.50.

Game Sets, thirteen pieces at $12.50, $15 and $18, worth $18, $22.50 and $28.

FANCY CHINA

Fine French China, prettily decorated with flowers, and gold

Salad Bowls, at 75c and $1. From $1.50 and $2.
Salad Plates, at $2.25 dozen. From $3.50.
Tea Plates, at $2.75 dozen. From $3.50.
Jelly Dishes at 35c each. From 75c.
Baskets with handles at 75c each. From $1.00.
Cream Pitchers at 50c each. From 75c.
Celery Trays at 75c each. From $1.00.
Bonbons with handles, at 50c each. From $1.10.
Ninth street aisle, Main floor and Basement.

CUT GLASS

Fluted Vases, at $3.50, $3.75 and $4, regularly $5 to $6, $6 and $8.
Nappies, at $1.30, $2.75 and $3.50, regularly $2.50, $4 and $5.
Water Jugs, at $5, $6 and $8, regularly $6.50, $8 and $10.
Celery Jugs at $6.75 and $8, regularly $9.50 and $12.
Water Carafes at $2.50, $3.50 and $4.50, regularly $3.75 $5 and $6.50.
Bowls, at $3.75, $5.50, $6 and $8, regularly $5, $8, $8.50 and $7.
Olive Dishes, at $1, $1.50 and $2, regularly $1.50, $2 and $3. Ninth street aisle, Main Floor and Basement.

CUT GLASS TABLE NOVELTIES

Salt and Pepper Shakers, sterling silver tops, at 35c, 50c, 75c and 75c each, worth 50c, 75c and $1.
Syrup Jugs, at 85c and $1.25, worth $1.50 and $2.
Mustard Jars, at 75c and $1, worth $1 and $1.50.
Oil and Vinegar Bottles, at 50c, 75c, $1 and $1 each, worth 75c, $1, $1.25 and $1.50.
Tumblers, at 50c, 75c, $1 and 50c, worth 60c and 90c.
Individual Salt Cellars, at 10c each, 75c.
Knife Rests, at 25c, 35c, 50c, 75c and 85c, worth 35c, 50c, 75c, $1 and $1.25.
Tenth st. Elev ator Counter, Main floor, and Basement.

Formerly —A. T. Stewart & Co.

JOHN WANAMAKER

Broadway, Fourth Avenue Ninth and Tenth Streets

advised them where they are to be found the advertiser must expect to lose some of the profits from sales that might have been made.

The Columbus Dry Goods Co., Columbus, Ohio, advertisement would look better if the display made there by the type matter was upside down. We have nothing to say against the use of the firm name at the top of a large advertisement, but in a small one it certainly plays "hob" with the display. If a headline is used the two are continually



vying with each other for prominence. In this advertisement the headline has been omitted. The advertisement is weak without it.

The illustration is used as the central point of attraction and the paragraph set in heavy faced type is expected to hold it, if the prominently displayed prices do not.

If the name-plate had been placed at the bottom, the illustration shoved to the top, and a prominent headline inserted at the top there would have been no necessity for the use of heavy faced type in a whole paragraph. An advertisement of this kind requires a border to hold it together. Without it it looks as if it was ready to tumble to pieces.

Jacoby Bros. Los Angeles, Cal., give us a well-displayed advertisement, barring the position of the name-plate. The headline is an eye-catcher and of the kind that will lead to a further perusal of the advertisement. "Just for Thursday" is given prominent display and should impress readers with the importance of the items that follow.

The John Taylor Dry Goods Co., of Kansas City, Mo., commit the same fault as the two advertisers last mentioned. They desire to give prominence to "'1906' styles in white waists," but fail almost in doing so on account of the heavy name-plate. Cover this name-plate with a piece of paper and see how prominently the headline will spring out from this advertisement. The balance of this advertisement is very cleverly arranged. The solid mass of type with the indentation at both sides gives the advertisement a compact appearance.

The method of numbering the illustrated waists and describing them is exceedingly good. The use of italics is recommended. If used in moderation, as in this case, it is correct.

We reproduce a page advertisement of John Wanamaker's New York store. It is an announcement of the opening of their Paris costumes. The advertisement writer has cleverly worked in special sales of different articles around the announcement proper. The illustration is very good, representing as it does a feature of Parisian life—the café.

The advertisements of John Laidlaw & Son, Kingston, Ont., are excellent from any point of view. They are attractive; they are informative. Prices are prominent and descriptions adequate. The illustrations harmonize with the text; the typography is good. At first glance these advertisements may appear crowded, but they are not. Women will read such advertisements as eagerly as they would a sensational novel.

CHAPTER XLIV

COAL

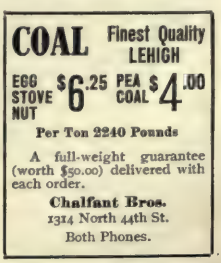
THE coal man wastes more space than most advertisers, not because he uses extra large spaces but because he does not use the small spaces he uses well.

Coal is one of the hard things to advertise in an interesting way. Prices in most places are fixed by "common consent" so that price is not such an inducement in a coal advertisement as it is in other lines.

The sum total of the coal man's advertising seems to be the "keeping of his name before the public." This is of some value, but it is not considered good advertising these days.



The advertisement of The Central Coal & Wood Company is of this order. It is merely keeping the name before the public. In the small advertisement of Chalfant Bros., Philadelphia, Pa., we have some kind of information, even if it is merely the price.



In these two small advertisements we have at least four points that might be made much more of than is done in either advertisement. They are, quality—"Best American hard coal" and "Finest quality Lehigh;" prompt delivery; guarantee of weight and price. These points emphasized are of value to the coal man's advertising campaign.

In the advertisement of J. H. Leonard, Kansas City, Mo., we have another type of coal advertisement. To this type belongs the advertisements of the Reading Coal Pockets,

Trenton, N. J., Rogers Coal Co., Hamilton, Ont., A. J. Bird & Co., Rockland, Me., Murray City Coal Co., Columbus, Ohio, and also that of the West River Coal Company, New Haven, Conn. This class of advertisement always carries with it some kind of an illustration. If one can be had showing the coal in action all the better; if that can not be obtained any old cut that indicates coal seems to answer. Most of these illustrations are worthless. Some are worth something, while at least four of the lot are pretty fair.

The illustration showing the extent of the Kansas City coal yards of J. H. Leonard, though crudely drawn suggest vastness, greatness, and these suggest economy.

The coal pockets illustration may be puzzling to most of us, but the illustration is explained by the text, and together they make quite a strong advertisement.

The illustrations in Bird's and in Murray's advertisements might be used with several other kinds of merchandise.

St. Bernard, Louisville, Ky., gives us an atrocious cut. The text is good and the advertisement would be better without the illustration.



The Murray City Coal Co. advertisements are the best of the lot, for they give reasons for buying, and as before stated, it is hardly worth while advertising prices when prices are the same in every coal yard in the city.

It might be a good plan for a coal merchant to say unto himself. "Now there's that Pocahontas coal. Who should use it? Who can use it to best advantage? Very well, I'll tell these people all about the good qualities of this coal. I'll tell them how to use it to get the best results. I'll tell them when it is best to buy it. I'll tell them why it's policy and good business on their part to buy it from me. I'll tell them what it costs, etc., etc."

Then let him sit down and write half a dozen advertisements bringing out one or two points in each and making them show up strong. Then he has the beginning of a good campaign. Let him take every other kind and class of coal he has and do the same. Then we would have better and more interesting coal advertising. Circulars, blotters, booklets, novelties, etc., can be used as reminders and will aid in keeping the prospective customer in touch with the firm.

Relative amount of fuel consumed to warm a 9 room house



Let us tell you more about it—IF INTERESTED

RICHARD BIRCH, 37 Church St.

IDEAL Boilers and AMERICAN Radiators



Coal Pockets versus Coal Yard.

The coal yard was long ago charged with selling dirty coal, poorly screened or NOT screened, too much coal dust at good coal prices, with breaking coal with shovels, with giving less value for coal delivered. And found guilty, too.

On the other hand: Our coal is always dry; always as we sell it to its clean as it kept in your own cellar, and we never sell dirt at coal prices. We get the dirt out by machinery, and keep it here.

We give most for money, in short.

And Green Trading Stamps, Too.

Reading Coal Pockets,

303 N. Willow St. Telephone 1026.



We are getting a large stock of West Virginia Splint **Coal** which cannot be beaten for heating and cooking qualities.

"This is the best I ever burned." "I don't mind any thing else when I can get the blue flame." "It burns so clean." And other like expressions we often hear from our customers who use the coal. Give it a trial and you will certainly be pleased with it.

R. C. WHITEHEAD



Thing to Know

The right place to buy good clean coal without paying "too good" a price. Every customer of ours who buys a sample load of our "FIRST POOL" first quality Pittsburg Coal gives us their order. Wonder why?

"FIRST POOL" means FIRST QUALITY 18 Pittsburg Coal.

25 Bushels . . . $3.25
100 Bushels . . . $13.00

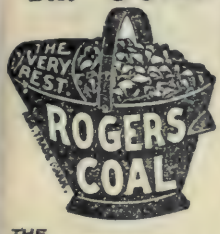
JOS. WALTON & CO. INC.

Main Office 213 Third St. Both Phones 58 W. C. WILLIAMS Treasurer and Manager.

Don't Put Off Getting Your Pocahontas. Buy Now.

P—5—11.

The Very Best **COAL AND WOOD**



Lowest Prices

HEAD OFFICE: 6 North James St

YARDS: Cannon and Ferguson Ave., Head of Victoria Ave.

DOCKS: Foot of John St.

TELEPHONES: 1481 and 1482.

THE **ROGERS COAL CO** LIMITED

Burn the Best



FOR SALE BY

A. J. BIRD & CO.

Prices—as Low as anybody's. Never Undersold.

Telephone 56-3 ROCKLAND, ME.

WE CLAIM TO BE EXPERTS IN SELECTION AND PURCHASE OF COAL OUR TRADE MARK

"KOAL."

GUARANTEES THE BEST.

W. F. GILBERT & CO

65 Church St.

Bell Telephone

COAL

that satisfies is the kind of coal I sell. Try some of it and you will be convinced.

JOHN WORTHINGTON.

Phone 709. 107 River St.



ALL OVER!

Our coal is popular all over where it is known because it meets all requirements. Nothing but the best grades are handled by us—naturally naught but the best could be of another element as our success in coal merchandising is prompt service on delivery. We mention our care in screening as to host strongly all the wisdom of your ordering from us—next time you need coal. Both phones—522.

TOM A. NOYES & CO., Foot of Fulton Street.

West River



Company.

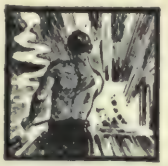
Lucien Sanderson, President. Wilbur H. Rezeo, Manager.

Office, 625 Washington Ave. Yard, No 2 Wood St.

WEST HAVEN

Telephones, 5671-3 and 5687-4.

IT'S A HOT SUBJECT



To talk about just now, but your interests demand it.

Lay in your stock of winter coal now. Coal will cost much more before it costs less.

If you buy now, you'll get clean, dry, reliable coal at a money-saving price—if you come to us for it.

Use POCAHONTAS in Your Furnace.

Murray City Coal Co.

Wheeler Building, 5 1-2 W. Broad. Citizens Phone 1438

Weigh Every Speck



Of coal you get from us, and you will find it just the correct weight. We are kept quite busy now attending to winter orders, but we have time to serve you perfectly. We, on this side of the coal fence, know that it pays to get coal now. The service is better, the coal is cleaner, the prices are lower than they are in the winter.

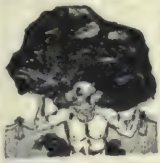
COME AND ORDER WHAT YOU WISH

Pocahontas, Thacker, Hocking Coal & Coke

Murray City Coal Co

Wheeler Building, 5 1-2 W. Broad. Citizens Phone 1438

HERE'S YOUR COAL, MADAM!



Put into your cellar with no inconvenience or annoyance to you. Bin filled up with clean, honest coal, all ready to last half the winter. Orders filled in summer are apt to be just a little bit better attended to—if that's possible, for we are not quite so busy at that time. Any time you want an honest measure of honest coal, come to us.

Pocahontas, Thacker, Hocking Coal & Coke

Murray City Coal Co.

Wheeler Building, 5 1-2 W. Broad. Citizens Phone 1438

ST. BERNARD

Good, Clean Coal, makes a hot, lasting fire, and is always two cents per ton cheaper than the best Pittsburg.

Lump, per load	$2.75	Best Pittsburg	$3.25
Nut, per load	$2.50	4th Pool Pittsburg	$3.00
Anthracite, ton	$8.25	Jellico	$3.00
New Diamond			$2.00



Now is the time to lay in your winter supply. Yards and Branch offices: 16th and Kentucky; Floyd and Washington; 16th and Madison.

Underhill east of Brookbridge street Bridge; Pittsburg Point, foot of Bullitt street.

Main Office 342 West Main. Phones 932.

COAL

ALL KINDS

We've Got It--- You Need It.

IT WILL BE HIGHER

Webster-Tulloch Coal Co.

106 West 8th, and 1st and Quincy. Both Phones.

CHAPTER XLV

DEPARTMENT STORES

WHEN we pass down the aisles of the great department stores and see the busy salesmen and saleswomen passing out thousands of dollars worth of merchandise to the surging, jostling crowd we are wrapt in wonder at it all. We ask ourselves the question, "What is the force that brought all these people into the store in search for these goods?" The answer is, "Advertising."

Then we turn to the newspaper and scan the large advertisements. In the larger cities, pages, only pages are used, and we wonder how these advertisements can be prepared, day after day, in such a manner as not only to interest the public enough to cause them to read the advertisements but to force them to call at the store and buy. How are all these wonderful bargains procured and how are they gathered together for use at the proper time? This latter is the advertising man's work. He must keep the store full of customers, he must keep each department busy. Sales must not drop behind even though the heavens fall. If there is a bad showing even for a day extra efforts must be made to "catch up" and "pass" the standards set by previous business.

Some advertisers find it extremely difficult to make their announcements interesting because they use only small space. They are of the opinion that it is an easy thing to prepare a page advertisement. It is if that page comes only once in a while. But when page after page must be prepared as day follows day, it is not so easy a task. The advertising man of a large store must be continually upon the alert to take advantage of every circumstance that occurs outside of the store as well as inside. He must be a person of profound knowledge of human nature. He must have artistic tastes and temperament. He must be well read in the literature of the day. He must keep posted upon values. He must know the ins and outs of the firm's business, aye, he must even know what is going on in the other stores.

A former advertising manager for Marshal Field & Co., Chicago, Ill., in an article some years ago that appeared in *The American Hatter*, says:

"Advertising is a life study. Everybody knows a little about it, but nobody knows all about it. Perhaps nobody ever will know all about it. To do that would require a knowledge broad enough to cover all the principles of human action. But many of us know that advertising will turn the attention of people to our business, and will thereby help that business. And between the knowledge of that simple fact, and the ultimate understanding of the why and wherefore of all things commercial, lies the scope of the possibilities of advertising."

Advertising is a life study, and like any other subject will never be learned by one man. Every man may become expert along certain lines, but he cannot master the whole subject for the reason that the subject is so wide, so vast, so changeful that when he has learned one idea he often has to speedily unlearn it and learn another to take its place.

All may learn certain fundamental principles that remain fixed, but it is the ever changing phases of the subject that must baffle the "would be" expert in the end.

Here are several paragraphs from the article mentioned above. They are worthy of thought, coming as they do from a master mind:

"Simplicity is the ideal in advertising. The strongest advertisement is the one which tells its story, leaves the right impression, and then stops. The reader will do the rest. It is not necessary to go on and load his mind with incidental statements. It is the easiest

thing in the world to write a simple advertisement—all you have to do is to find out what there is to say about the subject of your advertisement, and then write it down in the order in which the various points will best appeal to the reader. But if you undertake to twist the facts into a knot that you may arouse the reader's curiosity to get him to attempt to unravel it, you will encounter hard work, and a great deal of useless expense. After all, most of the Mystery of Mysteries of advertising consists in doing things which are considered smart by the people who invent them and foolish by the people who read them. A great deal of money is spent on this mysterious kind of advertising, but it is safe to say that half the money invested in simple statements which people can understand, would bring immensely greater returns.

"Another point I wish to mention is that it is of great benefit if the writer of an advertisement knows what he is writing about, instead of merely drawing on his imagination, and clothing his subject with adjectives, and bragging about its supposed merits. Let him go see the thing he is to talk about, let him examine its points, and thoroughly understand them, and then he can write an advertisement which will interest the people.

"The writer of an advertisement should digest the information he may receive about the subject of his sketch, and consider what points are known to the public, what points are commonplace, and what points stand between the public and the purchase. He will find very often that the points which appeal to him will be commonplace to the public and the points which seem commonplace to him will most strongly appeal to the public. So it is necessary to put yourself always in the reader's place, and write your advertisement from that standpoint. Such an advertisement is sure to win. As fundamental as this point seems to be it is merely the application of common sense to one of the simplest phases of the advertising problem.

"There are some things which claim to be advertising, but are not. They detract from the reputation of the business which issues them, and do not create one atom of respect. The only apology that can be offered for such things is that the people who get them up don't know very much about advertising; in fact, they seem to have a serious misconception of it. These things are designed merely to attract attention, regardless of whether the impression they make is good or bad. But there is about as much difference between such attempts at advertising and real advertising as there is between notoriety and fame."

The following extracts from an address delivered to the business men of Binghamton, N. Y., by Ralph B. Peck, advertising manager for Simpson Crawford Co., New York City, and formerly with Mandel Brothers, Chicago, in a similar capacity, gets down to everyday practical detail:

"In large stores the advertising manager is virtually the promoter and works with the merchandise man, whose business it is to regulate prices and stocks, and consequently they know what is best for a department. Department managers buy their goods, and no matter how poor the selections, they are, as it were, in love with their merchandise, but when it does not go and the merchandise man puts the 'give up mark' on it, it is then that the advertising man gets his work in.

"A manager is out for profit, while the advertising man is out for volume, and consequently I make it a rule never to advertise regular goods at regular prices. What I insist on is something new, or something at a cut price, in order to give me an opportunity to talk.

"For instance, a manager may come to me and say, 'I have 100 suits that have not sold, and I want to get rid of them. When I first received them I marked them $20.00, but I'll put them on sale now at $15.00—they cost $14.25.'

"If I would take this item right in mid-season and say, '100 suits reduced from $20.00 to $15.00, no one would want them, so I make up what is termed the 'story' and when the ad comes out it would probably read:

"One hundred suits bought from an eastern manufacturer at a special price concession. He over-estimated his orders and was glad to have us take them off his hands. They are the very latest styles and were made to sell at $20. In fact we have had the very same suits on sale at $20 right along, but to-day, as long as they last, they are $15."

"Of course where the genius of the advertising man comes in is never to tell these 'stories' the same. But in doing this you must tell the truth about values. If you do not, people will soon learn not to believe you at all.

"The advertising department has a corps of shoppers who go to every store regarded as a competitor and buy anything that is new, not contained in our stocks, or anything that we have on sale at a higher price. These articles are shown to the buyer and his prices are regulated accordingly and he keeps in touch with all the new things his competitors have.

"Besides the corps of shoppers a 'count' is taken twice a day in all competitive stores, and we know how many are in each respective department of every store, and how many are in our store at a given hour.

"If we should find that one of our competitors had thirty in the glove department, another twenty, another thirteen, and we had only six or seven, we would immediately find out what they were selling to have such a crowd, and would arrange our glove sales accordingly, besides calling the buyer up and putting the 'ginger' into him, giving him a line of talk to the effect, 'If so and so can sell gloves and have thirty in his department, there's no excuse for you having only six or seven.'

"The advertising department knows the sales of each given day, what they were a year ago on a given day, and plans accordingly for each department. If a department had a $3,000 day a year ago, say on the 20th of February, he knows it a week or two in advance, and it is his business to see that that department does not go behind, and he sends for the manager, plans accordingly and demands something out of the ordinary that will enable him to surpass that record.

"I want to say again that regular goods advertised at regular prices will never prove profitable. I will go further and say that I would rather take a two-hundred dollar ad and a hundred-dollar loss than to take a three-hundred dollar ad at any time. Give your patrons all you can, don't give it all to the newspapers. And when you learn the art of doing this you will be able to profitably buy twice the space, for there is no paper that will pay if you do not offer the proper merchandise in your advertisements.

"Learn to sacrifice profit until you get your store up to a large volume of business and then you can do business profitably, for your discounts alone will be the source of great profit. That's the secret of a large concern.

"A store doing ten million dollars a year can make eight hundred thousand dollars in discounts. If you sell a thing at a profit to-day, make a special of it some other day, and keep on until you have gone through your stocks. For when you sell something at a loss you are selling thousands of other articles at a profit. When I say selling at a loss, I don't mean below cost—never do that unless forced to.

"Every time you write an ad put enthusiasm in it. Believe what you write and write what you believe. If you are not enthusiastic, depend upon it your readers will not be.

"I always try to make it a point once a month to 'try a paper out'—find out the class of merchandise that brings the best results. Some papers are good for household goods—some for ready-to-wear apparel—some are better for men's wear—and it's the merchant's business to find this out by practical demonstration.

"It's impossible to tell a newspaper's real worth by placing it at a disadvantage by running an ad unsuited to its clientele. The merchant must find out himself—you cannot take the newspaper's word for it because the convictions of the one who speaks for the newspaper may be founded upon an experience that does not fit your business.

"No store can estimate the exact result of any one ad for any one day—true, a store may put an ad in the newspapers and it may fall flat—or a store may put an ad in the

newspapers and the results may even surpass expectations—still the actual results cannot be measured—there is to come the aftermath—and this secondary result depends to a great extent upon how well the merchant has satisfied those who answer the ad.

"Before you give a newspaper an advertisement ask yourself if it's going to pay you; ask yourself if what you are going to say in the newspaper would appeal to you as an individual; ask yourself if your advertisement offers a fair and square deal; ask yourself if your ad carries a buying proposition that would influence you to buy providing you had a want in keeping with the advertisement; and if you cannot conscientiously answer yes to every question, I do not see how you can expect the buying public to answer yes.

"To obtain results in advertising be true to yourself—be on the square with the buying public.

"A busy merchant cannot see to all of this—the department manager may be over zealous—may value his merchandise too highly—that's only natural because he bought it.

"The merchant must depend upon an organization. All large stores have one man whose duty it is to check up each item in each ad—see to it that the goods are on sale as represented—see that the truth about the merchandise has been told—and whenever he finds the ad has not been lived up to, the report is laid on the general manager's desk—ready for him when he arrives in the morning, and if the general manager is of the right stuff, woe be unto the buyer that does not live up to his ad."

Mr. Manly M. Gillam, said to be the originator of the "Wanamaker Style" of advertising, and for some years Wanamaker's chief advertising man, in an address before a convention of advertising men at St. Louis, among other things, said:

"Exaggeration in any advertising is neither necessary nor wise. Exaggeration is dangerous. A bargain is for minnows, and their patronage never built a great permanent business. I look to see the time when misstatement in store advertising will be frowned upon as misstatement in the reports of a manufacturing business now is.

"There should always be bright, snappy talk and a breezy treatment of subject, but the truth is the strongest presentation that can be made. Then the measure of store-keeping success will turn on the store-keeping itself. Then the endorsement of a house for any article will be like the mint mark on a golden eagle. Then it will not be necessary to take pages or monstrous space to make an impression. The fact that the goods are mentioned at all will be proof of their deserving qualities. But not alone the merchandise will be depended on to bring lookers and buyers to the store. There will be store occasions when curiosity and interest will bring masses to its counters. Thus it is that the volume of business will be swelled and the fame and stability of the store made to grow, and all this without excessive advertising expenditure.

"For several years past the struggle of department store advertisers has apparently been to make an impression by the size of their announcements. Half pages have been succeeded by pages and double pages, and in one recent instance I noticed five pages paid for by one firm. I think this very unwise. It isn't a good thing for the newspapers that print it. I believe that no paper should be glad to print advertising that will not be helpful to the advertiser, and no house can be helped by five pages more than it would be by two or possibly by one, with the single exception of the possible impression of bigness or enterprise that might come from the volume of space, and I believe that even this would be more than offset by the feeling in many minds that the store was foolishly reckless. I believe that one page is big enough for the most enthusiastic announcement any store need make and much less space could be used for the regular advertising. Use large space to emphasize an offering or occasion, but not otherwise.

"As things now are, take a department store newspaper page in St. Louis, Chicago, Philadelphia, New York or anywhere else in America, cover the signature and the date lines and it will be difficult to tell the work of any one store from any other.

"Monotony of style, statement and make-up prevail.

"In days I foresee this will not be so. The special activities of the leading store or stores in any community will give the hurrah of war-time to its advertising and bring the delighted throngs of Fair time to every selling floor under its roof."

The newspaper advertising done by these large stores is mostly of the "clearance" and "special" sale order, or consist of a large number of leaders being offered as a bait. The main object of the advertising man is to get people into the store where the tempting array of goods and the enthusiastic sales force may have a chance.

Yet, there is another order of newspaper advertising done by a few stores, the best stores, and that is of a kind that is quietly building up a business with a foundation upon the rock "quality." These stores are building business for the future; the former are of to-day. Let some new store peep forth with a cleverer manager and the others immediately take a back seat. Sale advertising is not harmful in itself, it is the too frequent use of this means of attracting a crowd that will eventually cause its own death. Leaders and baits are a necessity but should not always be offered. The general public will become


J. W. Robinson Company
Where Fine Goods Sprak

January Clearance Sales

J. W. Robinson Company

Practically every department has seasonable, high-class merchandise to offer now at 25 per cent. to 50 per cent. under regular.
And "under regular" with THIS store means under what such goods actually SELL for—no fictitious valuations enter into our advertising.

Black Ribbons
Priced Absurdly Low

Handkerchiefs Third Off

Chance to save a third on one of the most staple grades of women's handkerchiefs—a full third off the price we actually sell them for all the year round.

Ten cents for pure linen handkerchiefs with hand drawn corners and borders. They are "laundered of course.

Laces at Half

Neckwear at Half or Less

Wash Goods Clearance

Unprecedented January Selling in
Muslin Underwear

The critical women of Los Angeles recognize the merit of our offerings and come here with the regularity of clock-work.

Nothing short of firm confidence in the perfection of our garments and the fairness of our prices could win such overwhelming response as this sale met with on Tuesday. We simply could not wait on you with our usual promptness. Yesterday there was more "elbow-room" and we were able to give everybody prompt attention.

As the collection of undermuslins included the sample lines from three mammoth factories two day's selling—although record-breaking days—haven't lessened the supply perceptibly. The variety still is all the most exacting could wish, and the

Prices a third to half under actual worth

Ruchings Reduced

This Season's Suits
—at a third under our own regular prices

Fictitious valuations play no part in this clearance—the price-cuts are REAL. And the suits are NEW.

No question about effecting the desired stock-adjustments.

January Linen Clearance

When you get a chance to save about 25 per cent. on things you are ALWAYS needing, it is wise to buy a full year's supply.

$2.25

10¢

12½¢

12½¢

25¢

$1.00

$1.35

wise to the game some day and will absorb all the leaders offered in the different stores and will not even nibble at the other goods they are expected to buy.

The large stores of course use other mediums of publicity besides the newspapers. Many of them issue regularly twice a year large catalogues for use by mail order buyers. Then there are innumerable booklets, circular letters, novelties, premiums, and in fact almost every known kind of publicity from a business card to a poster.

Besides all these the store itself is used for advertising purposes. Costly decorations in windows and interiors, handsomely finished fixtures and furniture, cool and comfortable rest rooms, play rooms for children, exhibitions of works of art and demonstrations of goods and talent. Every convenience is looked after for taking care of the business of the store. Some stores have very strict rules of conduct laid down for their sales force. Any infraction of these rules results in instant dismissal. The customer must be protected from cross or cranky, careless or lazy salespeople.

The telephone is simplifying shopping, and several stores now have 'phones installed that number into the thousands. An idea of the amount of business done by telephone by

some of the big department stores may be had from the fact that Wanamaker's Philadelphia store has lately completed the installation of 2,000 'phones and have contracted for 1,000 more. There are over 100,000,000 feet, or nearly 19,000 miles of wire within the store. At each counter there has been located an instrument with automatic coin box attached, so that customers may call up any point with the utmost convenience. The monster switchboard is one of the "sights" of the store. It has a capacity of 12,000 'phones, should that number be necessitated by the growth of the store.

Individual cash registers are also being installed in all the principal departments and at the more important counters, so that people do not have so long to wait for their change.



Transfer slips can be used at some stores, which facilitates purchases and saves paying for articles as purchased at the different counters and waiting each time for change.

Banking is rapidly being added as one of the features of the modern department stores. This is merely for the purpose of acquiring capital (interest being allowed upon deposits), and of inducing people to patronize that particular store when they have money on deposit. The matter of credit purchasing is being simplified to some extent by this innovation.

In this chapter we are reproducing a number of advertisements of department store sales and other events. In doing so the writer has selected from a wide range of advertisements, selecting as nearly as possible from every locality, from every large city at least, one specimen, so that the reader may at his leisure compare the different styles.

Much has been said about the difference in the style of advertising used in different cities. This difference is merely on the surface. It is not in essentials, Each class of people in one city is represented by a very similar class of people in another. Sometimes the size of this class differs, but hardly ever the make-up. The same advertising will appeal to the same classes no matter where situated.

January is pre-eminently the month of "Clearance Sales." These are now to be



met with in the cross-roads village as well as in the largest cities. The smallest stores have their January clearance as often as the large department stores.

The advertisement of the J. W. Robinson Company, Los Angeles, Cal., reduced from half page space is as neat and attractive as it could be made. The use of rules and white space is excellent. In this specimen we find not only the "January Clearance



Sale" but the "Muslin Underwear Sale" and the "Linen Clearance." These are usually held in January and are now commonly known as "White Sales."

The Gilchrist Co., Boston, Mass., have a "Great January Clearance Sale" of an entire surplus stock of a large manufacturer. This sale begins directly after Christmas, but it is called a January sale. The arrangement could have been improved had the

long lines of the introduction been broken so that they extended only over half the width of the page. The type used however is large and clear and is readable.

The Harris-Emery Co., Des Moines, Ia., gives us an excellent example of advertising in the specimen reproduced. This advertisement is a solid mass of type, yet so artistically arranged that not one woman in a thousand could resist the temptation to read it through at the breakfast table, allowing her coffee to get cold while she eagerly skipped from one item to another. The headline is an excellent one, as is also the introduction. The illustrations and their arrangement are as good as one could wish. Prices are properly and prominently displayed. Descriptions are fully given. What more could one want in an advertisement.

H. S. BARNEY CO. | H. S. BARNEY CO. | H. S. BARNEY CO. | H. S. BARNEY CO.



The Great Christmas Book at BARNEY'S IS OPEN

And Ready Saturday Morning With Better Service Than Ever at

SCHENECTADY'S GREATEST CHRISTMAS STORE

THE great machinery of this great Christmas store is running smoother and better than ever before, even under the highest pressure ever put upon it.

Many improvements have been made during the year and all have been made with but one main thought in the arrangements---more room for store comfort and more room to display the greatest Christmas stock ever gathered from all corners of the earth.

The book of Christmas happiness is written here in strong, bold face type, and it is a story of toys and baubles, in books and jewels, in art things and wear things, in things for the home, in things of sense and sentiment.

The store is a book telling a story as dramatic as was ever penned. It will give you a Christmas message which will help open wide the door of some heart, deepen friendship, create happiness and good will.

COME---read the great Barney Christmas book, for pleasure if you will, for inspiration or for helpful suggestions.

Santa Claus is Ready

Arrayed in his sleigh, drawn by his faithful reindeer (fulfilling the old, sweet, traditional story of the child mind) carrying stores of toys to his faithful friends, THE CHILDREN.

See our log cabin, our handkerchief booth, our calendar and card booth, our basket booth and so on, for with all our extra attractions, we still consider the main attraction, the magnificent

Christmas Stocks

Such as have been gathered at the Barney Company store We are showing

The largest, most complete Toy Store in Central New York

The broadest variety of Men's Wear—Scarfs, Suspenders, House Coats, Bath Robes, Shirts, Gloves, &c.

Handkerchiefs

Not only by the thousands, but the choicest and finest that come from abroad.

A Comprehensive Book Store

Copyrights, Juvenile books, Boys and Girls Library, Christmas Cards, Calendars, &c., &c.

Sterling Silver and Silver Plated Ware

All kinds for table and fancy use, as well as Brushes, Combs, Manicure, Toilet Articles, &c., &c.

Our China Ware Department

Presents a broad and beautiful variety of Dinner Ware, Fancy China and Cut Glass, Vases, Art Glass, &c., &c.

The Candy Department

Back in our new annex on first floor—full of the choicest sweetmeats in pound or half pound packages, fancy baskets and boxes and in bulk

The Furniture Department

On the 3d, 4th and 5th floors of our new building shows the finest stock ever gathered here—Music Cabinets, Desks, Morris Chairs and Rockers, Sideboards and Buffets, Lounges, Cabinets, &c., &c.

The Carpet Department

Has a large variety of Oriental and Domestic Rugs, Curtains, Portieres, Carpets, &c., &c.

And so on, for space fails us to tell of the beautiful gift things in Leather and Burnt Wood Novelties, Perfumes, Toilet Articles, Umbrellas, Ladies' Neckwear, Dress Patterns in Silk or Wool, Cloaks, Jackets, Furs and the thousand and one other practical gifts that serve as well as delight the recipients.

Our Christmas Story

This year is more interesting than ever and as we tell it to you day by day and week by week we feel that the wants of every heart can be satisfied at the Barney store

We have made special arrangements for Santa Claus letter box at our postoffice department Have the children prepare their Santa Claus letters and deposit them in our regular Santa Claus box

And do not forget our Post Office Department under GOVERNMENT SUPERVISION You can mail any parcel or package direct from our store. We will have a special department for the shipping and packing of your parcels. Stamps, postoffice money orders, postal cards, etc for sale in any quantity. Further announcements of Christmas Readiness will be forthcoming, and no opportunity will be lost to make our store your headquarters for Christmas shopping

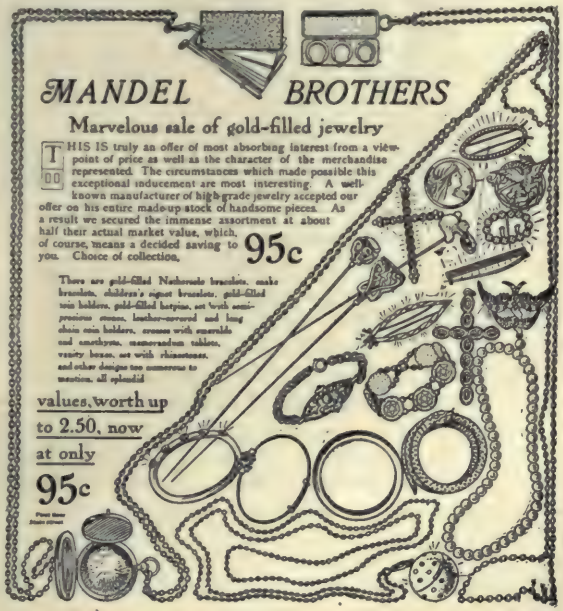
SCHENECTADY'S GREATEST STORE **H. S. BARNEY CO.** SCHENECTADY'S GREATEST STORE

Canada's greatest retail establishment furnishes us with a good specimen of sale advertising. In Eaton's, Toronto, Ont., advertisement the furniture sale, a special February feature of most large department stores, is given prominence. The symmetrical arrangement of the whole advertisement is pleasing. Into this page advertisement is crowded a great many different offerings, no fewer than sixteen departments being prominently represented, while there are suggestions of many more.

One must not suppose that because a firm uses a page space that it is always good advertising. Very often it is not. In the specimen from Schenectady, N. Y., we have a page space filled with general statements. The H. S. Barney Co. no doubt reaped a benefit from this advertisement. If they did it was more from the impression the size of the advertisement created than from any particular information it gives, or of any special offerings held out for the purpose of inducing the public to call and purchase.



The whole story of the headline and introduction occupies nearly half a page. When one reads it one wonders what there is in it to deserve so much notoriety. Four words would have said just as much—"Christmas stocks are here." The balance of the page really gives us the same information over again, only it goes into detail sufficiently to mention three or four departments. We are told that "Santa Claus is Ready," and one or two attractions mentioned. What an opportunity lost! Why, oh, why did not "Barney" tell the children something about "Santa's" coming in his reindeer-drawn sleigh, of the fine toys he was bringing from his home in the "Northland?" Why were they not invited to come and see these things? Did "Barney" think they would be in the way? Perhaps he forgot that children want everything they see, and that indulgent parents try to gratify their infantile wants.



Just think of a page advertisement exploiting Christmas stocks and not a price mentioned. Surely this advertisement is an hundred years old you will say. Not so. The

date is plainly shown in the illustration. It means "December, 1904," which is not very far back, considering.

All department store advertisements do not occupy a full page space. Many of their best advertisements occupy much smaller spaces. Take the Mandel Brothers', Chicago, Ill., advertisement of gold-filled jewelry. If that advertisement would not draw trade then no advertisement would. The charm of that combination border and illustration could hardly be resisted. The text is so entirely different from usual "bargain" announcements that this very difference makes it convincing. The whole arrangement is first-class in every respect.

The idea of offering some one line at a time is as good for department stores as for other retailers. Take the two Memphis, Tenn., advertisements of J. G. Gerber, and Blowenstein Brothers. Here we have two very good hosiery advertisements. These advertisements appearing among other stores' offerings will have a greater value than had they appeared on a page of either firm's advertisements. They are not overshadowed by any other offering the firm is making at the same time. They stand out alone as a special offering of the firm making it.





Sometimes the advertisement writers of large department stores make mistakes. They don't do it often, mind you, for that would mean a "change." But occasionally they make an effort in the wrong direction. Just take a look at the sewing machine advertisement of the J. R. Libby Co., Portland, Me., for a moment. If any one should read a little more than half of this advertisement he or she would find that it was about sewing machines. The first mistake made in this advertisement, and of course the gravest, is the argument. It is a man's argument to men. Women do not hire men as a usual thing to do things around the house, the men attend to that. The argument would make good if the article offered was a machine tool for use by men and was presented through a trade journal. There is another very great mistake made here, and that is the failure to tell the difference between a chain stitch and a lock stitch. After telling that, it should also have presented the advantage of having a machine that would produce either or both stitches when wanted and might have told something about *when* the one was an advantage over the other. That is, it might have told why a lock stitch was more suitable for one kind of work and a chain stitch for some other.

But supposing this machine makes only one kind of stitch, which is a combination of "lock" and "chain" stitch, what then? Why not tell why the lock stitch is deficient

and why the chain stitch is also lacking in staying power? These are the points that will arouse curiosity. Curiosity will bring a woman around to see the machines quicker than "man-argument."

An advertisement of sewing machines need not be technical to be informative. Some definite information should be given about what the machine will do, and sometimes it is advisable to tell what it will not do. The argument used in this advertisement is a very fine specimen, but it is shot completely over the head of the gentle feminine creatures that cook our meals and make the clothing for the children between times.

The advertisements of Marshall Field & Co., Chicago, Ill., and the Robert Simpson Co., Toronto, Ont., are both good. The quiet tone and dignified make-up of the former leads one to suspect quality every time. The Simpson advertisement allows probably just a little too much space to the illustration. A smaller one and a smaller space would have been just as effectual in drawing people to the store.

THE ROBERT SIMPSON COMPANY LIMITED

H. H. FUDGER, President. J. WOOD, Manager. Wednesday, July 15.

Store Closes at 5.30 To-day—Saturday, 1 P.M.

Girls' Summer Dresses to Go Thursday.



WE have more than we care to take into stock, so out they go Thursday regardless of what the cost or what the loss. Perfect fitting, serviceable and stylish dresses. A size or two are missing in each line, but still there are all sizes in the lot.

About 300 Girls' Summer Wash Dresses, made in fine white lawn, navy blue cambric with small white stripe or dot and black cambric with narrow stripe patterns, Buster Brown and sailor suit styles, excellent qualities and perfect fitting, all fast colors, sizes 6, 8, 10, 12, 14 years, regular prices were $1.25, $1.50, $1.75 each. Clearing Thursday..... **98c**

J. R. Libby Co.

Three "Supposes" and where they lead you.

Suppose you had a job of work to do on your house,
A job that required TWO MEN a whole day to do.
Then SUPPOSE there should come along a hustling young fellow,
Who had FOUR HANDS instead of TWO,
And who loved work and kept the four hands flying.
SUPPOSE this "Four-handed Fellow" could do your job
In one day, do it better, and with less loud talk than the two
And he only demanded one man's wages
Wouldn't you give him the job instanter?
Here's almost an exact parallel to that miracle,
The Standard, Rotary Shuttle, Sewing Machine,
Is actually Two Machines in one.
It makes a Lock stitch, it makes a chain stitch,
It makes them better and with less noise and fuss
Than any of the old-time machines,
Moreover its wages (cost) are no more than the "other kind."

Come and see our MISS JORDAN put a Standard, Rotary Shuttle, Noiseless Machine though its paces,
And show you how easily you can do it yourself.
THAT costs you nothing.

J. R. Libby Co.

5,790 Pairs of Men's Trousers at $2.00—Semi-Annual Sale Begins Monday Morning.

NO CONNECTION WITH ANY OTHER STORE

THE BIG STORE — A CITY IN ITSELF

SIEGEL COOPER Co.

SIXTH AVE. (NEXT DOOR TO THE FOURTEEN) 18TH & 19TH STS. NEW YORK

Double "L. & M." Green Trading Stamps Morning: from 8:30 Till 12 o'Clock. Thereafter, Single Stamps Until Closing Hour.

Every Preparation Has Been Made in the Men's Clothing Store, on the Main Floor, to Have This the Greatest and Most Successful Sale in Years.



We haven't hesitated in any detail. We have gone right to some of the best clothing makers in the country and obtained from them Trousers in large quantities —not Trousers that sell all the year around for $2.00, but Trousers that were made to be retailed in some of the best clothing stores of various places for $3.00 or more.

Even the most cursory inspection of any pair in the sale will reveal what a great value it is for $2.00. Because of our extensive business dealings with the manufacturers we were able to obtain the Trousers at such concessions as to price them uniformly at $2.00.

Best Trousers Ever Seen Anywhere at $2.00.

EXTRA SECTIONS FOR THE DISPLAYS.
EXTRA SALESMEN FOR THE SALE.
GREAT VARIETY OF NEW PATTERNS.
CUT IN THE NEWEST FASHION.

VACATION TIME SUGGESTS LIBERAL PURCHASING.

There are no limitations. Sizes for every build of man—tall, short, stout or slim. Trousers of every size. Every waist measure from 31 to 54. Every inseam from 28 to 37.

For the Short Man.
28, 29 and 30-inch inseam. Just the sizes that you'll fit him most satisfactorily — $2

For the Tall Man.
Usually the man who has to have his Trousers made to order. 35 to 37 inseam. — $2

For the Stout Man.
Particularly if he is over 200 in weight. 44 to 54-inch waists. — $2

For the Tall Stout Man.
This applies to the man who audibly goes to a tailor's. 34 waist up to 46. Inseams to 36. — $2

Fine Striped Worsteds. — $2
Including Steel Grey Pencil and Black Ground Cashmeres with clear large effects.

Cassimeres and Tweeds. — $2
Fine Mixtures, Stripes, Herring-bones and Checks. All colorings. Each item separate.

Homespuns and Flannels. — $2
Bright effects on medium and light grounds. Worsted and cheviot Trousers with Knit Bottoms.

Black and Blue Cheviots and Navy Serges. — $2
Fabrics noted for all Strength and Durability.

Women's Lawn Waists.

News of a Very Special Sale for Monday.

Featuring Three Lots at Highly Popular Prices.

Descriptions simply indicate the charming beauty and freshness of these Summery waists.



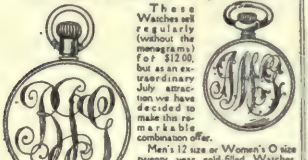
WOMEN'S LINGERIE WAISTS OF FINE WHITE LAWN—as illustrated—in back-clasp and long sleeves, artistically designed with round yoke front and back and attached collar of fine tucks. Full blouse embellished with hand embroidered shield, lace insertion and French tucks, newest sleeves; long sleeves are finished with deep cuffs and lace insertion; made to sell for $4.25; to-morrow, **2.95**

WOMEN'S WHITE LAWN WAISTS two very smart and up-to-date models; one with all-over embroidered front, the other a full shirt front in tastily tailored model with insure front and back made of one-inch hemstitched side plaits; both made with newest sleeves and gauntlet cuffs; to-morrow, **1.25**

Also Women's 95c Lawn Shirt Waists at 50c
Made of extra good quality white lawn with small black polka dots, cleverly notched and graduated side plaits and French tucks; plain back, with newest sleeves; front has plain and deep cuffs finished with pearl buttons; stock collar and bow. **50c**

(Siegel Cooper Store, 3d Floor, Center.)

Men's & Women's Watches With Artistic Monograms at 7.50



These Watches sell regularly (without the monograms) for $12.00, but as an extraordinary July attraction we have decided to make this remarkable combination offer.

Men's 12 size or Women's O size twenty year gold-filled Waltham, open-face style, fitted with an extra fine New England movement—stem wind and set—guaranteed by us to keep correct time.

A Beautiful 2 or 3 Letter Ribbon Monogram Engraved Free of Charge on either of the above watches, 7.50

(Siegel Cooper Store, Main Floor, Front, 18th St.)

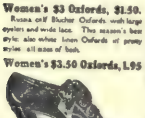
More Summer Shoes Reduced.

Very Superior Variety at Much Lower Prices Than Usual in July.

For Monday the Shoe Store offers such good bargains as the following:—

Women's $3 Oxfords, $1.50.
Russia calf Blucher Oxfords with large eyelets and wide laces. This season's best style; also white linen Oxfords of pretty styles; all sizes of each.

Women's $3.50 Oxfords, 1.95

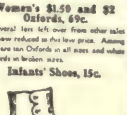


Fine "Ideal" Patent Kid, hand-turned, welted soles. This is a chance not easily should miss, as Ideal Patent Kid is as bright as the best patent leather and much softer and thinner. We have all sizes of these fine shoes now on sale at this low price.

Men's $3.00 Oxfords, $1.65.
Good Russia calf Blucher Oxfords with welted soles, in all sizes. These same shoes are now sold in other good stores at $3.00.

Women's $1.50 and $2 Oxfords, 69c.
Several lots left over from other sales are now reduced to this low price. Among them are tan Oxfords in all sizes and white Oxfords in broken sizes.

Infants' Shoes, 15c.



Soft sole button and lace shoes like illustration, in the various shades also patent leathers with white top; sizes 3 to 6.

Girls' White Shoes, 69c.
White duck button and lace shoes, with spring heels; in sizes up to 11.

Larger Sizes, 11½ to 2, at 98c.

(Siegel Cooper Store, Second Floor.)

$5.00 Blankets, 2.50.

2,000 Pairs at This Price Monday.

Full size, full weight, white wool blankets, just enough cotton in them to prevent shrinking, soft fleecy wool nap; such as would be manufactured by New England mills to retail for $5.00, to-morrow, per pair, **2.50**

(Siegel Cooper Store, Main Floor, East of Fountain.)

Women's Pure Silk Gloves.

There is no scarcity of Long Length Gloves in this popular season of The 6-4 Store. Your size, color or style is here.

1,200 PAIRS OF WOMEN'S PURE SILK GLOVES; excellent quality; 2 clasps; imported to sell for 50c., white or black, **39c.** pair.

(Siegel Cooper Store, Main Floor, Front, 18th St.)

Books For Summer Reading.

Vacation Literature by Popular Authors.

Take along one or more of these books on your vacation. Certainly no better companion could accompany you on your trip if rest and quiet are the goal you seek. A handsome selection from some of the titles shown below would please you because the very best of popular Summer reading is assured.

At 39c. Each
(Originally published at $1.00.)

THREE FARNOL BOOKS. The one sensation of the year. A series of three stirring romances by a new author, Jeffery Farnol, whose first book, "The Broad Highway," has created a furore in literary circles. Each book complete in itself, but all three are connected by the same characters. Each book is a story of love and adventure, and each is a story of high-class fiction.

At 8c. Each

The following high-class fiction:

At 5c.
Published at 10c.

At 15c.
(Published at 50c.)

At 25c.
(Published at 75c.)

Leather Goods.

New Ideas in Wrist and Envelope Bags.



The woman who sees the clever creations that immediately precede this will agree that it is one of the smartest and most complete bags of the kind. It contains purse, card case and mirror, and has been most favored this season.

The accompanying illustration shows one of a number of the styles and is of Morocco leather with inside gilt frame, chain-to-hand pocket, black, blue, green, brown.

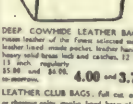
Leather and Silk Belts.
3,560 different kinds of Leather and Silk Belts, black, white and colors; grades up to 75c. and 85c., and all of this season's make; choice, **43c**

Dress Suit Cases.
RUSSET COLORED LEATHER DRESS SUIT CASE; 24-inches, full size and depth, with good leather inside straps, reinforced corners, brass lock, brass rods, all leather strap equal to many you pay $2.75 for, at **2.60**

BAGS, like cut, the most serviceable Bag that we could offer; these are well-proportioned and made to sell for $3.50 and $4.00; they are about 50 to sell at **1.50**

A number of other bags will be included in this sale at **90c**

Leather Bags.



DEEP COWHIDE LEATHER BAGS; russet leather of the finest selected stock, leather lined inside pocket, leather handle, heavy solid brass lock and catches, 12 and 13 inch, regularly $5.00 and $6.00, to-morrow, **4.00** and **3.75**

LEATHER CLUB BAGS; full cut, oblong or shoulder style, muslin lined, brass plated lock and catches, alligator grain.

14 inch, **90c**
16 inch, **1.10**
18 inch, **1.25**

(Siegel Cooper Store, Main Floor, Front, 18th St.)

Women's Shirt Waist Dresses, Clearing Monday at $2.95.



One of the most important clearing events of the Season.

The assortment comprises some of the very best of the season's styles. The variety is sufficiently large to please all.

Fully 20 different styles. Such a range of materials as White Lawn with embroidered fronts—also white lawn with figures or polka dots and fancy stripes.

Tan Lawn with polka and ring dots—fancy percales in figures and stripes—ginghams in great variety and flowered Organdie.

Styles are similar to those you would find at $6.00 Dresses. Some of the materials you would expect to see at $5.00 Dresses. **2.95**

(Siegel Cooper Store, 3d Floor, Front.)

Other Special Sales Monday Are:—
Upholsteries, Basements of Carpets, White Goods, Parasols, Notions, Table Linens, Flannels and Stable Goods, Wines and Liquors and Groceries.

Bathing Suits for Women, Misses and Children.



WOMEN'S BATHING SUITS of black drap; good quality; made as illustrated; with large sailor collar and vest of figured duck; finished with many rows of braid; full skirt; other styles to choose from, **1.95**

WOMEN'S BATHING SUITS of brilliantine, very good quality; made with very full skirt, large sailor collar and vest with embroidered emblem; collar, skirt and vest trimmed braid around, **3.75**

MISSES' BATHING SUITS of brilliantine and mohair braid; in three very attractive styles; 2.5 to 36, **2.95**

CHILDREN'S BATHING SUITS of flannel, in pretty two piece styles; dainty trimmed and finished; sizes 2 to 12, **1.50**

Shoes, Caps and Bags.
BATHING SHOES of canvas and canvas, in black and white; all sizes 25c to **49c**
BATHING CAPS in all the leading styles from 10c to **1.10**
BATHING SUIT BAGS of drap, rubber lined with drawing string, **39c**

(Siegel Cooper Store, 3d Floor, Center.)

Also Men's Bathing Suits at Special Prices.
Excellent assortment of Men's Two Piece Worsted Bathing Suits, navies and mixtures in fashion of shirts and tights, sleeveless or quarter sleeves. A fine quality that the above. **2.95** and **3.50**

(Siegel Cooper Store, 3d Floor, Centre, 18th St.)

Good Trunks Reduced.

Excellent Opportunity to Buy Cheaply.

High grade examples of the manufacturer's art; ornamental canvases, handsome materials, substantially made for good service; one of a kind only.

$115.00 grade for $75.00	$25.00 grade for $18.00
95.00 grade for 62.50	20.00 grade for 14.00
65.00 grade for 41.50	18.00 grade for 12.00
60.00 grade for 39.50	13.50 grade for 10.50
36.00 grade for 22.50	11.25 grade for 9.50
28.00 grade for 21.00	10.75 grade for 9.00

(Siegel Cooper Store, Third Floor, East.)

Edison Phonographs.



No Money Down.

Prices $10.00 to $50.00

First payment 30 days after you receive the Phonograph. Balance in little monthly sums.

New Records for July Now Ready.

If you ever believe you can make your own records.

(Siegel Cooper Store, 3d Floor, East.)



A Fine Panel Effect from Brooklyn

If all advertisements were arranged in panels similar to the above the whole would be monotonous, yet note the fine effect alongside of the Siegel-Cooper Co. advertisement with its glaring heavy faced type headings and prices.



The Great Departmental Stores
157-173 St. Joseph St., Quebec
Z. PAQUET
The Great Departmental Stores
157-173 St. Joseph St., Quebec

"A" is for Anything you may require
As prices will show, and the warmest desire,

also stands for
Art Sofa Cushions.

Pretty Sofa Cushions, size 18 x 18 inches, covered with fine Art Muslin of various dainty designs suitable for any corners and easy chairs, regular price 35c each. Red Letter Sale price, each 19c

"B" is for Bargains that you'll be satisfied,
You'll agree that quality's always upheld,

also stands for
Bedroom Suites.

Cottage Bedroom Suite, fine marbered oak finish, 30 inch bevel plate mirror, posts heavily turned, regular price $40.00. Red Letter Sale price $32.50

"C" is for Customers, satisfied quite,
Who say Paquet's produce by day and by night.

also stands for
Cushion Covers.

Unbrageplaid Sofa Cushion Covers, very handsome designs, suitable for framing or for cases for use, regular price 75c each. Red Letter Sale price each 39c

"D" is for Dollars you'll save, if you're wise
By reading this ad, which will prove a surprise

also stands for
Dainty Portieres.

8 pairs only—Fine Silk Tapestry Portieres, very handsome designs in old gold, red olive and old rose, 3½ yards long, regular price per pair $10.00. Red Letter Sale price, only $3.50

"E" is for Eyeglasses, a quality true
That's always obtainable if you're well inclined

also stands for
Etchings.

Handsome Framed Etchings, size 10 x 12 inches in fumed oak frames with tablet for gold plates, beautiful Landscape subjects, regular price $5.00 each. Red Letter Sale price $2.48

"F" is for Footwear Customers, who'll
Will surely be making their home all the fall

also stands for
French Corsets.

Le Louvre No. 450, white coutil bias cut corset, boned with tempered watch bars, best imported steel filling sizes 18, 19, 20, 21, 22, 23, 24, 25 and 26 only, regular price $1.75. Red Letter Sale price $1.00

"G" is for Genuine Confidence which gives
One comfort, a satisfied feeling that lives

also stands for
Grey Jean Corsets.

Le Louvre No. 500 fine Batiste Corset in Grey Jean, 22 steels, sizes 18 to 26, fronted with a fine Cotille Satin, regular price 85c. Red Letter Sale Price 58c

"H" is for Hosiery, always our aim,
As I have been in most lines distinguish our name

also stands for
Highest Shoe Values.

Men's Dongola Slippers, Men's Congress, Shoes and Ladies' patent kid Oxfords and Dongola Buttoned Boots, regular prices $1.25 to $3.00 per pair. Red Letter Sale Prices 79c

"I" for Integrity, our prime Lead —
You can be certain it will help you stand

also stands for
Infants' Bonnets.

Infants' Fine Japanese Silk Bonnets, colors pink or blue, handsomely trimmed with lace and frill, very dainty and pretty, regular price $2.50. Red Letter Sale Price $1.50

Great Red Letter Sale

Commencing on Monday April 30th we will hold a unique Bargain Sale, embracing many new and pleasing features. Every item on this list will be found to be specially reduced and the prices will prove a real surprise. These bargains will be easily discovered by the huge red letters in every department. Remember your letters—each will prove a prize worth coming for.

"J" is for Jackets to see and to sell,
You'll get a winner, find it at any counter or stall

also stands for
Jackets for Ladies.

Ladies' Dressy Jackets, 22 inches long, fawn or black, front made with inverted pleats, plain box back, notched collars, self covered buttons, regular price $8.75. Red Letter Sale Price $6.50

"K" is for Kenmore so largely our stock,
It needs no comment or instructions, dress goods or frocks.

also stands for
Knife Boxes.

Inlaid Wood Knife Boxes, well made, comes partitioned, handsomely hand-some finish, highly polished, regular price 50c each. Red Letter Sale Price 39c

"L" is for Linens we've handled to maintain
Well-sounding reputation your trade to retain

also stands for
Ladies' Skirts.

50 White all wool Drapeline moire silk-bias pleats all round, very light in weight and full in appearance, colors fawn, navy, the other grey, pearl, mauve and navy, regular price $5.00. Red Letter Sale Price $3.50

"M" is for Mantles, satin, and lace,
Recently importation, all ready for you.

also stands for
Men's Shirts.

Men's Fancy Shirts, stiff and soft bosoms, neat designs in stripes and figures on grey, white, blue grounds and fine cheviots, all sizes. Large sizes, regular price $1.25. Red Letter Sale Price 85c

"N" is for Notes that on prices every day,
You'll soon see it's better if you're passing this way

also stands for
New Taffetas.

Imported Checked Taffeta Silk, very fine quality, tiny checks, and fancy brocaded stripes, a great variety of popular shades, regular price 75c per yard. Red Letter Sale Price 50c

"O" is for Oblong pictures and more,
Which you can find goods and narrow you again.

also stands for
Oil Paintings.

Genuine Oil Paintings, size 20 x 30 inches, handsome gilt frames, beautiful landscape subjects, very artistic regular price $3.00 each. Red Letter Sale Price $2.25

"P" is for Patronage which may be had for pleasure
And—and you get through your day's shopping with ease

also stands for
Plauen Lace Collars.

300 dozen—Ladies' Plauen Lace Collars trimmed with guipure Applique and dainty frill edge, a remarkable bargain and well worth double this Red Letter Sale Price each 9c

"Q" is for Quality, part of our plan
You want what's sterling women and man

also stands for
Queenly Sublings

Fine Crepe de Chine, very popular cotton material, all good, French manufacture, 36 inches wide, every possible shade in color price 50c per yard. Red Letter Sale Price 25c

"R" is for Remnants which always abound
You'll find them by carefully looking around.

also stands for
Rich Portieres.

Handsome Tapestry Portieres, Terra Cotta shade, beautiful Oriental designs, 3½ yards long, exceptional value at our regular price $12.00 per pair. Red Letter Sale Price $10.00

"S" is for Stars Satisfaction's their motto
If you come to our store you'll surely get it.

also stands for
Serviceable Sheets.

150 only—fine English Bleached Cotton Sheets, size 70 x 90 inches, very fine value at our regular price 75c each. Red Letter Sale Price 58c

"T" is for Truth which we tell every day
And you'll agree your person that we're the right stop.

also stands for
Toilet Soap.

50 gross Castile Soap in cakes, plain white or pink and white, regular price 3c per dozen cakes. Red Letter Sale Price per dozen cakes 19c

"U" is for Underwear, that you will find
In our assortments, which please bear in mind.

also stands for
Underveils.

Ladies' Summer Underveils, chevrons, fine cotton gauze, pretty effects, lace trimmed, fine quality, regular price 15c each. Red Letter Sale Price 11c

"V" for Variety in every item
Which makes your business an enduring fine stable.

also stands for
Venetian Cloth.

Exceptionally fine value in Venetian Cloth for coats, suits and costumes, colors are navy, brown, cardinal, myrtle, myrtle and grey, extra wide, regular price 50c per yard. Red Letter Sale Price 39c

"W" for Welcome is in waiting at our store,
Which is the place you want to visit for more.

also stands for
Women's Waists.

Fine Taffeta Silk Waists, brown and cream, sizes 32 to 42, beautiful trimmed with silk braid, new sleeves, collars, cuffs, regular price $3.50. Red Letter Sale Price $1.90

"X" is for Xcellent Values we give,
Which you'll see for yourself if you live.

also stands for
"Xcellent Underwear.

Men's Summer Unders are fine Cotton, good for long wearing, all sizes, exceptional value at our regular price 40c per garment. Red Letter Sale Price only 25c

"Y" is for Youngsters who like the big store
And they're there because of value more than more

also stands for
Your Shoe Choice.

Ladies' leather, felt and embroidered Velvet Slippers, and Dongola Buttoned Boots, regular price $4.00 to $6.00 per pair. Red Letter Sale Price 49c

"Z" is for Zenith of values right here,
You won't find a single price to hit that's dear

also stands for
Z. Paquet's Special "Elephant" Coffee.

During the Red Letter Sale we will give, absolutely free, one cake of "Domestic" Shaving Soap to every purchaser of one lb. of our special "Elephant Brand Coffee" at our special price per lb. 35c



John Laidlaw & Son

The Greatest Bargains of This Season

To-morrow at 9.00, 3 00, and 7.00 O'clock

White India Linon has been one of the very scarce materials on the market and one of the very popular materials with the public for the last few weeks Imagine then the surprise and pleasure with which we accepted 4,500 yards of our line even qualities from one of the best English makers, at very radical reductions on his regular prices Why he reduced does not matter Certainly it was not because of having poor qualities of an unsalable material which he wished to clear out—the Linons will prove that at a glance Suffice to say that we'll sell to-morrow —

1160 yards,	10	quality at		.08
945	"	.15	"	.11
440	"	18	"	.13
790	"	.20	"	.15
800	"	.25	"	.18
365	"	.30	"	.20

To-morrow then will be a booster day here In order that all may come and get some of the material, we have divided the lot into three parts One-third will be offered at 9 a m., one third at 2 p m and one-third at 7 p.m Candidly we do not believe that anyone of the lots will last over one ho

No phone orders accepted.

JOHN LAIDLAW & SON

300 Splendid New Cushion Covers at Nearly Half-Price

If you need Cushions for a boat, for a veranda, for a hammock—for anyone of the helps to summer comfort, you'll do well to come at 9.30 to-morrow morning. We bought three Cushion Tops at a price away below their regular—almost half—and you may be sure the small profit we have marked will not alter this difference very materially No 'phone orders

150 French Tapestry Cushion Covers, in neat new designs of Ingrain regularly excellent value at 25c. each, your choice to-morrow while 300 last, each ..... .15

150 Finest French Tapestry Cushion Covers, in splendid new designs of pleasing colors, mostly dark, regularly 50c. Most value at 35c. each. Your choice to-morrow while 300 last, each ..... .29

JOHN LAIDLAW & SON

Buy Your Summer Needs in Hosiery To-morrow

No one knows better than ourselves the trouble choosing Summer Hosiery may be especially if an assortment is limited to any ways. But limitations at past what we've avoided. When ordering we planned to have plenty of styles and plenty of qualities with every wanted size—so that the saying "Hosiery for All" might be applied more forcibly than ever to this section of our popular store

Here are a few special lines, and you'll be very welcome to come and see all to-morrow —

Ladies' Fine NAVY Lisle Hosiery, the latest and most popular foot in Fashion a great silky-like lustre in very fine lace fronts with elastic embroidered dots, in sizes 8½, 9½ and 10, priced while they last through in other cities the very same kind are sold for 65c a pair only ..... .49

Ladies Fine Lisle Stockings, in the deep shades of tan and champagne, with fine lace fronts and embroidered dots, per pair ..... .49

Ladies Black Cotton Stockings, with natural wool and balbriggan 2 x 1 rib, all very popular light weight and seamless qualities, per pair only ..... .25

Ladies' Summer weight Cashmere Stockings, very light and just the kind for these months to wear reliable, fine qualities, per pair, 39, 49, 59 and ..... .90

Children's Fancy Lisle Lace Stockings, in dainty black and white designs, priced, per pair according to size, from 29 to ..... .39

Children's Black Cotton Hose, very fine ribbed, per pair according to size, to-morrow from 18 to ..... .25
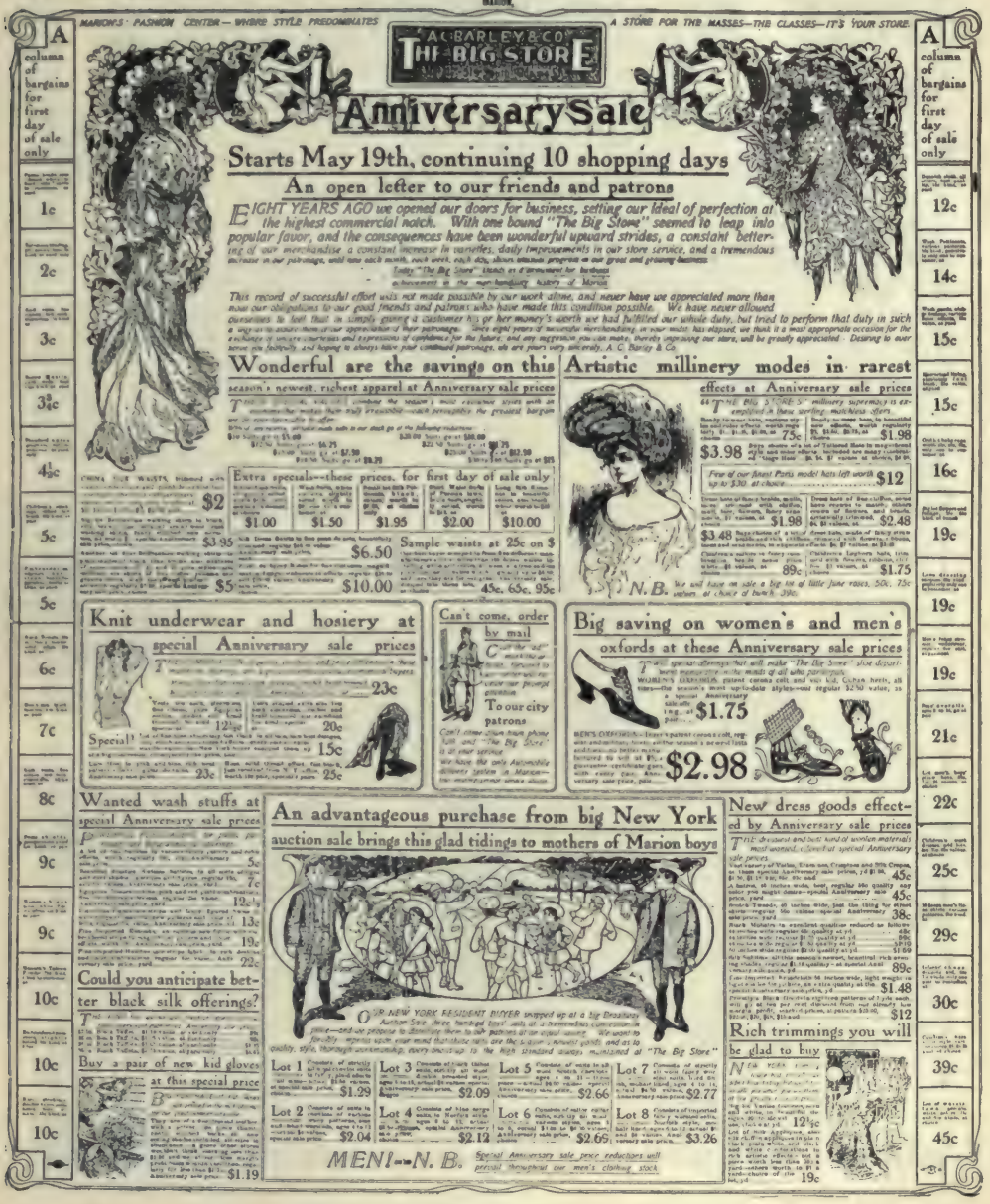
Boys' Famous Leather-knit Stockings, with double toes, heels and knees made to stand the toughest kind of holiday wear, light summer weight, priced per pair according to size, from 18 to ..... .25

Men's Black Cashmere Sox, rather plain or ribbed, in different summer weights, at 25, 35, 39 and 50c., with a splendid extra special at ..... .25

Men's Merino Sox, in the very lightest weights for summer, the favorites with a host of King street nifty per pair, 39, 25 or ..... .15

Two Canadian Advertisements

In these two advertisements we have a contrast of style. In the constant striving for effect one should not forget that the object of the advertisement is to draw people to the store. The advertisement of John Laidlaw & Son, Kingston, Ont., is the ordinary style of announcement, while that of Z. Paquet, Quebec, P. Q., varies the monotony without losing sight of the business aim of the advertisement.



A Full Page Advertisement from Marion, Ind.

This advertisement is remarkably well balanced. The underscoring of the headings and the use of italics for the introduction helps to make the whole distinctive. The two columns of bargains on the outsides of the main advertisement are decidedly good.



A Typical Chicago Advertisement
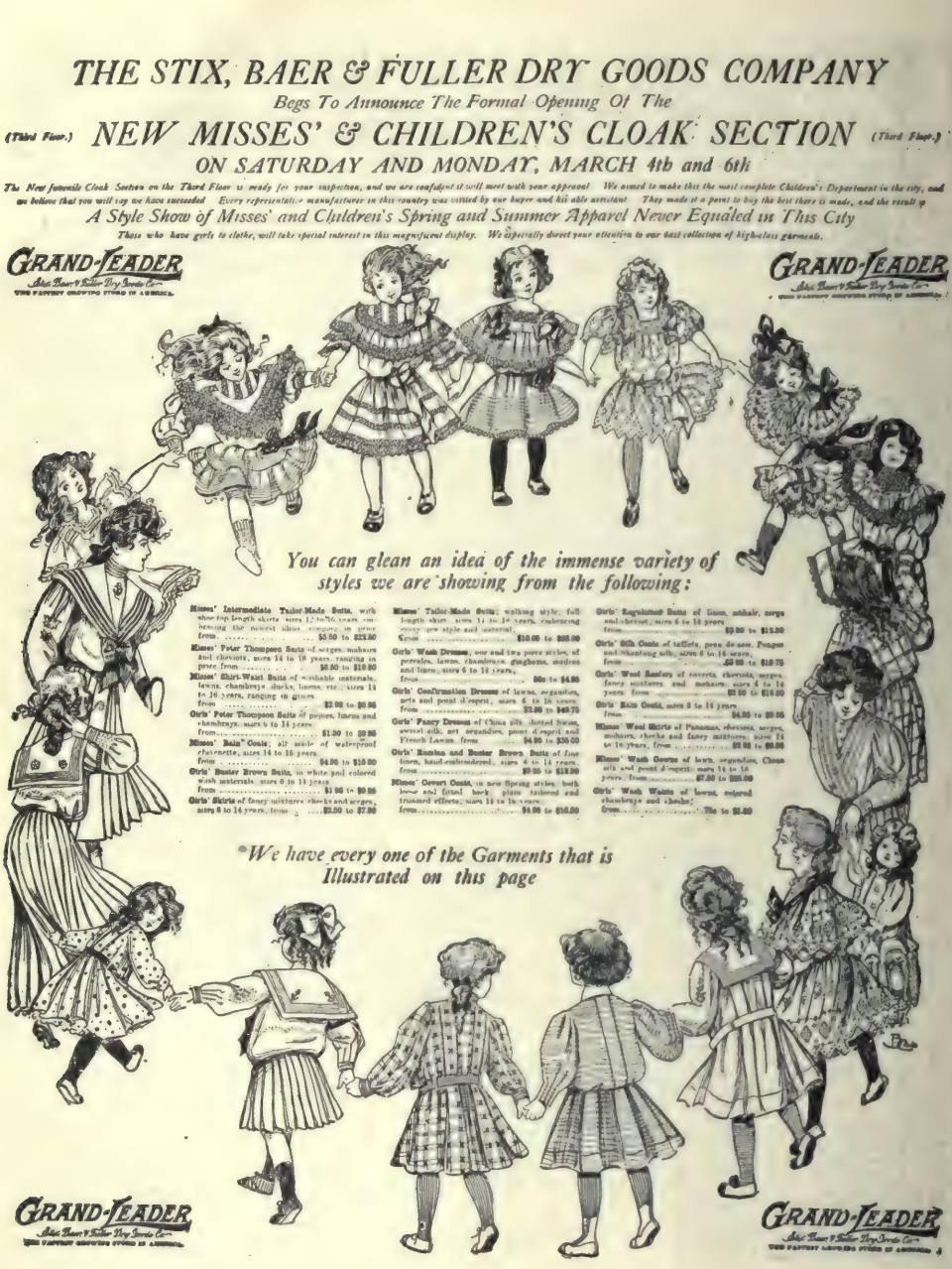
We have in this advertisement one typical of all Chicago advertisements inasmuch as it is well displayed. Chicago advertisements are prominent for their good display.

The manner of pricing is open to objection. "Silk waists at $1.50, $1.95, $2.25, $2.50, $2.75 and $3.75," refers to six different lots, but by making one lot more prominent the results would have been more noticeable.



A Decoration Day Advertisement

Decoration Day is honored in the opening of this advertisement from Newark, N. J., but it is chiefly remarkable for the arrangement of the illustrations. What man or woman could look upon this advertisement and not be pleased? What memories from the past it must bring back and what pleasant anticipations of the future it must arouse.



ST. LOUIS CONTRIBUTES THIS FORMAL ADVERTISEMENT

There can be no doubt in anyone's mind that a change from regular announcements is to be commended, but when it tends toward waste of space as it does in this advertisement of the Grand Leaders it is worthy only of harsh criticism. The lines in the opening text are too long.



From the City of the Straits

The symmetrical arrangement in this advertisement of Hunter & Hunter, Detroit, Mich., is excellent. The border is above par. One could hardly ask for a neater appearance than this advertisement gives us.

Dinner Sets, Toilet Sets, Lamps

A splendid collection of entirely new designs including Haviland Dinner Sets, direct from France, and wares from America's best potters. Rich and rare creations in Lamps. Wide price range in all lines. Values unmatched anywhere.

THE G·M·BRITTON Co.

402-404 PENN SQUARE.

PAY CASH OR OPEN A CHARGE ACCOUNT--EITHER WAY SUITS US

New Jewelry Section Now Open

Not an offering but what is thoroughly guaranteed. Not an old design. Beautiful Watches, flawless Diamonds, new creations of Jewelry and Silverware, lovely Rings, Chains, Charms, Necklaces, etc. Expert jeweler in charge. Big values.

A Very Busy Store in a Busy Block

A busy block surely, full of life, full of bustle. We have pictured it for you. It extends from Fourth to Fifth streets on the south side of Penn Square. You will notice our store—the third one from the right. It's our new home, and we are proud of it. It is filled with bright, new goods, and here to greet you are heads of departments and salespeople you have known for years. We call it "the new store with the old, familiar faces." Old friends are here, and you will be made to feel at home. Our new store extends from Penn Square to Cherry street, and consists of four floors and a basement. All departments are now open. We are fully ready for business, ready to serve you. Our invitation to visit our new store is a cordial one, no matter whether you come to look or to buy. Our store policy you know. We have demonstrated it to you in the years past. It has been a liberal and successful policy. It is in full effect at our new store. It is the selling of high-grade and dependable merchandise at lowest consistent prices. The transaction may be for cash or an account opened, the payments made later.



Store Directory

Locating the various lines of goods we have on sale.

BASEMENT— [illegible]

FIRST FLOOR— [illegible]

SECOND FLOOR— [illegible]

THIRD FLOOR— [illegible]

FOURTH FLOOR— [illegible]



A Great Showing of Baby Go-Carts and Carriages

We can safely say that upwards of one hundred baby vehicles, of various shapes, were placed on sale at our store this week. This, mind you, in addition to the large number previously offered. Some of these late arrivals are entirely new styles not heretofore shown; others are re-orders of lots sold out. We are showing exclusive designs not only in the ordinary grades but in fine English Go-Carts, Perambulators and Carriages. Ours is a truly metropolitan showing and includes such makes as Whitney's, Wakefield's, the famous Bloch, and Heywood's. Every vehicle offered here has its special points of merit. We have them in natural finish, tan, royal blue, green and black. Come in and look over the splendid variety on view. There's no obligation to buy because you look, but we'll see to it that interesting prices are quoted.

Prices Range from $2.75 to $45

Furniture, Carpets, Draperies, Stoves

Moving time and spring housecleaning develop many household wants besides those you had planned for. Equipping the home is a special business with us and we have thoroughly organized departments to properly handle the various branches of home furnishing and decorating. Our large, well-lighted carpet hall is prepared to meet the most strenuous demands that could be made upon it. There's all sorts of carpets, from the high-grade Wiltons, Axminsters and Velvets to the ordinary but neat Rag carpets. There's Rugs, Art Squares, Mattings, Summer Curtains and Draperies. Skilled men at your command will assume full control of all carpet details. No better stoves are made than those produced in Reading. We have all of them, besides out of town makes. In Parlor, Dining Room, Bedroom, Library, Hall, Reception Room, also in Kitchen and Laundry Furniture our present offerings surpass any we've ever made.

An Entire New Stock, Priced Very Low



Women's Wearables

We wish our lady readers to kindly fix firmly in their minds this important fact—Ours is a showing of made-up outer garments that are in no wise ordinary or common-place. On the contrary, they are exclusive in design, perfect in fitting qualities, exquisitely made. Easter showing now being made.



Tailor-Made and Silk Shirtwaist Suits

Marvelous are the advances achieved by our makers of Tailored Suits. Ideas we had hardly dared dream of are now laid down to us, every detail worked out to our entire satisfaction. The new materials of the season are made up so prettily into such stylish and becoming gowns. Once viewed there can be no desire left for made-to-order dresses. And wonderful is the saving in price—a gratifying feature to us.

Priced from $7.75 to $45.00

Those Silk Shirt Waist Suits we spoke to you about last week met with special favor. We have offerings at all prices, from $14.50 to $30.00. Our special Suit is the one we mention in particular. Your choice from plain or changeable Taffeta Silk Suits, full blouse waist, prettily plaited skirt, very stylish.

A $16.00 Value at $13.75

Pedestrian Skirts and Shirtwaists

The Pedestrian Skirt is the thing this spring, and we congratulate woman because this is so. We have a special strong line to show, a collection of great merit.

Priced from $2.75 to $30.00

To-day we wish to specially mention a lot of China Silk Shirtwaists. They are lovely garments and of extra value.

Priced from $2.75 Up

Covert Jackets and Raincoats

By all means buy a Covert Jacket. They are extremely popular and a very handy garment. We have now on sale a lovely lot, including a special line for misses and young women. Prices vary from $4.98 to $25.00. Without fail see our

Misses' Covert Jacket at $5.00



Beautiful new shades of cravenette, made up into the prettiest Raincoats we ever placed on sale.

Priced from $7.50 to $30.00

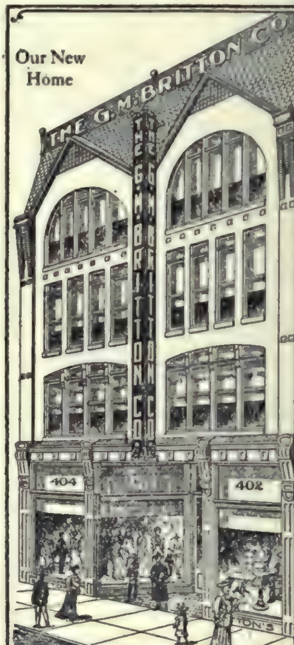
Millinery and Shoes

We have a collection of Spring Hats that delight all beholders. Brilliant Parisian creations, dainty and charming American designs. Hundreds of them, and no two alike.

Buy the Easter Hat Here

Women's Shoes in the new and fashionable shapes. Patent colt, glazed vici, dongola kid, also pretty tans, in high and low cuts.

Priced from $1.25 to $5.00



BRITTON'S ON THE SQUARE.

Nos. 402 AND 404

Men's Wearables

It does not matter to us what price you pay for a garment. We can not afford to sell you anything made of poor cloth, the linings of inferior quality, the making slighted in any way, for the simple reason that we allow you to be wearing the goods while paying for them. We would not offer you anything but reliable, strictly dependable Clothing anyway, for the reason that there is no pleasure, profit or honor in selling the other kind. One thing here is as certain as are your taxes—we won't knowingly offer you a garment made of inferior cloth, or one that is badly constructed in any particular. Let it be understood that our Clothing is that different kind that proves lastingly satisfactory. And of our Spring stock we have this to say: In all our many years of Clothing buying we never had so nice a showing as now.



Suits for Men and Young Men

Some here for all sorts and sizes of men. Nobby business and dress suits in plain solid colors, blacks, blues, and pretty and rich shades of brown, or lively fabrics of mixed colors in fancy patterns. Every one comes in plain effects and also in mixtures. Each suit is thoroughly made, cut to fashion's latest requirements. The better grades are tailored to a much higher degree than is usually done by the tailors that make suits to order. No chances taken as to the fabric or value. Specially natty and distinctive fancy suitings for young men and smart dressers.

Any price $5.00 to $26.00

Nobby Top Coats and Raincoats

You certainly need one or the other—a nice light-weight short overcoat, or a modern raincoat. We have coats of either kind in new and pretty shades of cloth, cut and made up in the latest and most swagger styles. Better shaped garments not made.

Prices vary from $7.75 to $27.00

Suits for Boys and Little Fellows

Our juvenile suits are made with three distinct features of merit: To wear, to look well, to hold their shape. We can delight you in [illegible], please you with price. Bright, catchy things are most in evidence, although we have good showing in plain blues, blacks and browns. Bring the boys along—we want to be sure of a perfect fit.

Priced from 2.75 to 16.50



Hats and Shoes for Men and Boys

Hats for men and young men in derby and soft styles. Now on sale—some very striking spring shapes in very pretty shades of color. Caps for little fellows.

Prices range from 75c to $5

Splendid line of dress and working shoes, box calf, vici kids and patent leather shoes in high and low cuts.
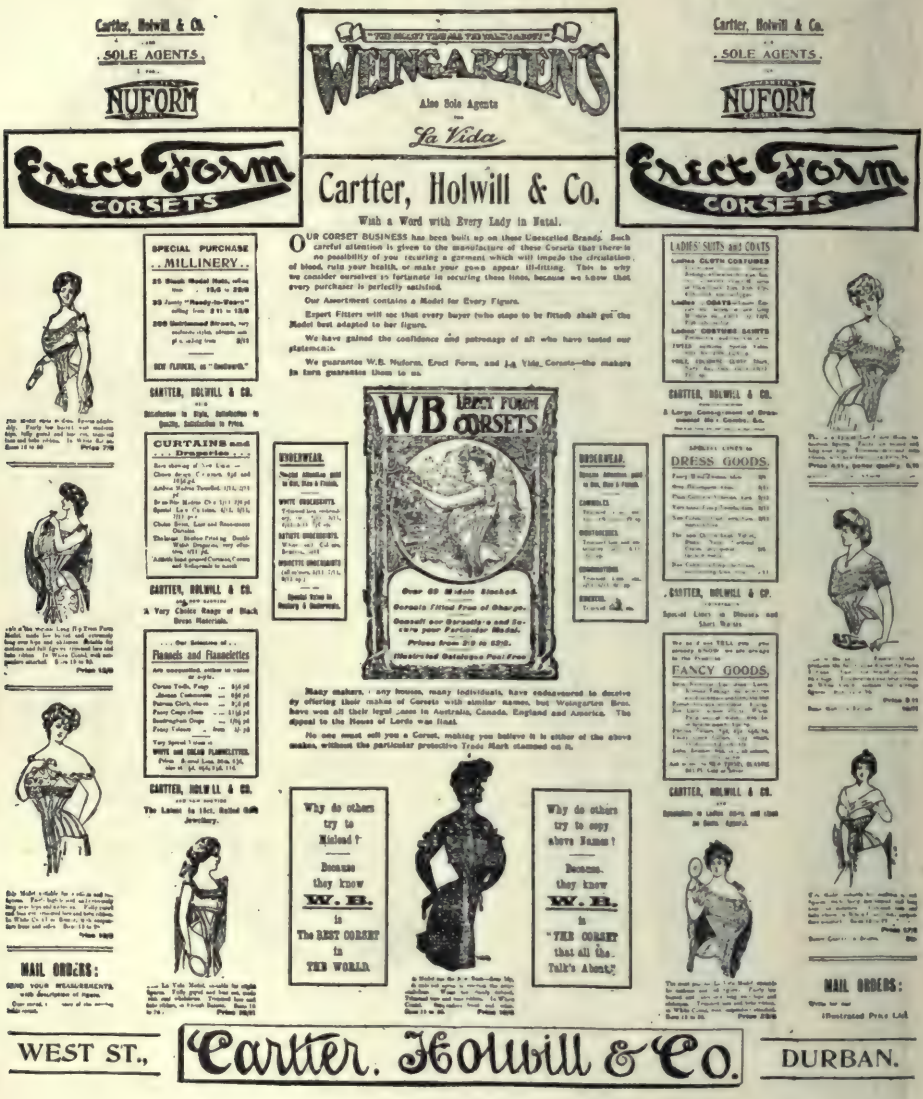
Men's Shoes from $1.50 to $5



Running to Too Much Illustration

Illustrations that illustrate and illustrations that embellish are good, but when a third of a page is given up to the figure of a man it is altogether too much. These large cuts are all right in posters but smaller ones will serve just as well in a newspaper announcement.

G. M. Britton Co., Reading, Pa., have given too much space in their efforts to illustrate their new store. The picture of the whole block is not a bad idea, but a much smaller cut would have served for the other. A small cut used in connection with the phrase, "Britton's on the Square," could be used in all their advertisements to advantage.



A Page from South Africa

At first glance one would suppose this was a composite advertisement, but it is the advertisement of one firm. This page requires a border to hold it together. It looks very much as if it was tumbling to pieces. The amount of white space allowed to go to waste would not be tolerated by American firms. It is waste in this case, because it gives the whole advertisement a broken up, choppy effect. Cartter, Holwill & Co., Durban, Natal, South Africa, are going out strongly after the corset trade of their territory.

Marshall Field & Co.

Specials in White Lawn Dresses and Linen Suits.



A splendid selection of very desirable new styles for immediate wear will be placed on sale this morning. The illustration shows a one-piece White Lawn Dress, prettily tucked and trimmed with embroidery insertions, some with pink, others with blue satin girdles—a cool and practical frock, as illustrated, $16.50.

White Linen Coat Suits made with short coats and round length plaited skirts prettily trimmed with applique laces or insertions—several very effective models, $17.50 and $19.50

Additional and final reductions have been made to close out all that remain of our soiled Shirtwaist Suits and Coat Suits—some at half, some below half the former prices.

Lace Collars at Half Prices.

Another rare bargain opportunity in several thousand new Lace Collars—all in the newest styles and some of the handsomest designs—Heavy Irish Lace effects, Imitation Brussels Point, and a variety of styles in combinations of lace and batiste.

Many will be found very useful for trimming waists and gowns. All at exactly half regular prices—25c, 39c, 75c, $1.10 and upwards to $3.50.

Final Clearance Prices in Trimmed Millinery.

Four Great Collections including all our Mid-Summer Straw Hats.

$3.75 $5.00 $7.50 $10.00



Styles for street or dress—all the popular straw braids in a wide selection of shapes, all tastefully trimmed with feathers, flowers, foliage and ribbons. Black, white, navy, reds, browns, greens—in fact, all the season's best colors.

The prices are half and in many instances below half the former values.

Silk Petticoats—Last Week of Special July Prices.

The values offered in the three following numbers are such as should bring this very successful sale to a most satisfactory end—notwithstanding the heavy sales, the great assortments are still sufficient to meet every demand.

Heavy rustling Taffeta Silk Petticoats in cord, basket and colored drop full sectional flounce; special, $3.98

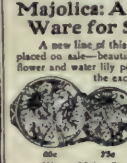
Taffeta Silk Petticoats in colors, deep full shirred flounce finished with small ruffle edged with rose quilling; special, $5.50

Heavy rustling Taffeta Silk Petticoats in tucks and black shirred flounce and ruffle with two full ruffles; special, $7.50

Taffeta Silk Petticoats with deep graduated accordion plaited flounce finished with ruffle and two full ruffles; special, $10.00

Special Sale Linen Sunshades,

$1.95, $2.95, $3.75.



Three of the most desirable styles and the best values we have ever offered at the prices—all are new and fresh, especially desirable for vacations and general midsummer use.

Majolica: An Ideal Decorative Ware for Summer Homes.

A new line of this very popular ware has just been placed on sale—beautiful, bright colored designs in sunflower and water lily patterns, of special interest will be the exceptionally low prices.



50c 75c $1.50 25c 25c

Water Melon Sets, $2.15. Fruit Sets, $2.50.
Fruit Compotes, $1.00. Round Trays, 65c.
Melon or Chop Platters, $1.00.

The Sunflower Plates with colored ground of red, blue, brown and yellow, attractive for decorative purposes, 25c.

The Water Lily pattern in a rich green leaf design is especially suitable for salad plates, each, 25c.



Figures Do Not Lie

The Above Receipts Speak for Themselves.

While in the East I Bought $10,000.00 Worth of Clothing for $4,265.50.

This purchase in my mind is a great scoop and one worthy of mention. You can see from this purchase that I can do as I advertise, and that is to sell tailors' made to measure clothing at one-half price. Do you notice that every purchase is from a tailor or a tailoring concern.

This is what I have been trying to tell you all the time that **I handle none but tailors made to measure clothing.**

I would like to enumerate all of what this purchase contains, but you can see from the quantity that this would be impossible. I mention some so you may judge what bargains I am in a position to offer you:

There are a few three-button Cutaway Frock Suits in the lot that upon my word are worth **$30.00**, your price **$8.75**

THE PANTS ALONE ARE WORTH THE MONEY.

50 Coats and Pants at..... $6.75 to $10.00
50 Coats and Vests at..... $6.75 to $10.00

Now actually it is a shame to sell them at that price, but I bought them cheap and I am going to sell them the same way.

$8.75

I have marked about 100 Suits $8.75 that would be cheap at $30.00 because they are excellent goods are well trimmed, have padded shoulder, hair cloth front, in fact are the kind that the regular retail clothier charges $30.00 for. They are made up in single and double breasted and in all sizes.

LET ME SHOW YOU

$10.00

These suits that I marked $10 are cracker jacks.

If you want a good suit cheap come and get one of these.

If you see your friend with one of these suits on you'll be sorry you did not get one.

$12.50

For $12.50 I give a suit that was made to measure for $30.00. I would be glad to have you compare one of these suits with your tailor's $30.00. If it is not equally as good don't take mine.

Now just stop and think what I am offering—a $30.00 made to measure suit for $12.50.

$15.00

For $15.00 I give you one of the best suits that it is possible for you to get anywhere for $25.00.

Talk is cheap, but I have got the goods to back up any statement I make.

I smoke, do you? Come and have a cigar with me.

Pants, don't mention them, I have good and plenty at 89c to $6.

Now I want to make one broad remark about the value of these suits. If they are not worth *double the price* I ask you, understand, now, *I said double*, bring the suit back and I will cheerfully refund the money.



Ackerman's System

IS A GOOD SYSTEM

Underbuy and Undersell

Everything that Men Wear

182, 184 North Union Avenue.

TWO ADVERTISEMENTS CONTRASTED

The Marshall Field & Co., Chicago, Ill., advertisement has a dignity all its own. The I. M. Ackerman, Pueblo, Colo., advertisement smacks of the sensational. Both are suited to their separate audiences.



Good Holiday Advertising

Bloomingdale Brothers, New York City, and Stanley Mills & Co., Limited, Hamilton, Ontario, fill their advertisements full of the Christmas spirit. Public sentiment should always be accentuated in advertisements. Advertisements cannot be overcrowded with seasonable items at this time of the year.



Reach Santa Claus by 'Phone

The Busy Store, Marion, Ind., cannot help but be busy if all their advertising is as full of "heart throbs" as this Christmas advertisement is. The little ones may not be the buyers of the family but they are the "prompters" of the buyers.



GOOD DRUG ADVERTISING

CHAPTER XLVI

DRUG STORES

OF ALL retail establishments the drug stores of the United States and Canada should do the best advertising. They have a great deal of their advertising literature all ready prepared for them by the wholesaler. Booklets, leaflets, show cards, and many odd pieces are freely distributed to the druggist. Sometimes he uses them and sometimes he does not. If he uses the matter sent him, intelligently, seeing that it is properly distributed and placed, he has the means of increasing his business at a very slight cost.

The druggist as a rule uses small spaces in the newspapers but he does not use these spaces judiciously. Often he will allow an untimely advertisement to stand for weeks. With hundreds of advertisements all ready prepared for him he often prefers a simple business card that contains only one fact and that one that there is a drug store at a certain corner. He may think he is giving much information when he says he has pure drugs. Here is a specimen of this class of advertisement:

For Your System

We have the proper drugs, properly mixed and properly priced. You always need some kind of stimulant these hot days. Drop in and have us fill your prescription.

STUART'S DRUG STORE, Ouellette and London St., Phone 548

Every druggist on earth makes the same claim. Perhaps all are right. "You always need some kind of stimulant these hot days." What kind of a stimulant does Mr. Stuart recommend? You will have to ask him. "Drop in and have us fill your prescription." Mr. Stuart will gladly fill it. Such an advertisement is valueless as a business puller. It is valuable only for the purpose of keeping one's name before the public, which is now conceded to be practically of little value.

The Hamner-Ballard Drug Co., Memphis, Tenn., and Ellis W. Armstrong, Decatur, Ill., advertisements are along the same line. The former, while containing the least number of words, says the most. Only one point is emphasized, but that one point suggests dozens of others. In the latter advertisement several points are mentioned, but none are driven home with sufficient force to make them remembered.

Kingston, Denison, Texas, has a well displayed advertisement of their ice cream soda. The drug business has expanded so in late years that in reality it is a miniature department store. There are the drugs proper, then the patent or proprietary remedies. There are perfumes, soaps and toilet articles; leather goods, stationery, cut flowers, fireworks, novelties, lunches, ice cream soda and other light drinks, and cigars and

tobaccos. With all these departments, and in some cases, many more, it is not surprising that some druggists make money. Those who do are the good advertisers.

The Scott Drug Co., Oklahoma, O. T., make their announcement of the opening of their soda fountain in a very neat way. The advertisement might have been more informing; might have told strangers something about the soda served. This announcement followed by others noting special drinks, telling what they are made of, how pure they are, how delicious they are, will make many thirsty mortals travel a block or two out of their way to test





the drink advertised. They might find just as good a drink closer at home, but they do not know that, because they have never been told.

The advertising of the cut-rate drug stores is usually much more aggressive than that done by those who hold to more conservative prices. The former cut the profits in two, advertise largely and sell all the way from three to ten times as much merchandise, make in the end more profit, make friends with the public and enemies of the other druggists.

The writer does not favor one style more than another in giving his views on the subject of advertising. The cut-price drug store has a field of its own and so has the other fellow. The one caters to the masses, the other to the classes. The one is aggressive while the other is conservative. The one is always in the limelight in as sensational a manner as possible, while the other remains in the background in dignified silence.

Off & Vaughn Drug Co., Los Angeles, Cal., present a rather wordy Christmas advertisement in the one we have reproduced. There are few unnecessary words, however, and at the holiday season one can hardly crowd too much interesting matter into an advertisement. This firm, apparently, have forgotten nothing. In the upper left-hand corner appear the 'phone numbers. These might have, and should have been mentioned in that portion of the advertisement devoted to "Telephone your household needs." This store opens Sunday 7:30 A.M. and closes 11:30 P.M. A good point to be made known at this season of the year. "Shopping by mail" receives attention also. We are reproducing a page of drug store advertisements. The Owl Drug Store, Kansas City, Mo., is of the cut-rate variety, yet in all of their announcements they preserve their dignity and create confidence in their integrity.

In advertising a drug store the newspapers can easily be used to advantage when remedies carried in stock are being advertised by the wholesaler. Space of two lines could be bought under such advertisements, and an advertisement stating: "——— and ——— for sale at Blanks." The drug manufacturers are great advertisers and provide the retail druggist with millions of dollars worth of advertising matter, samples, etc. These should all be used as advantageously as possible. Window displays are very valuable to the druggist. These should be timely and in season.

CHAPTER XLVII

FURNITURE

IN THE larger cities the furniture business has been taken out of the hands of the exclusive dealer almost entirely. The department stores all have large departments where furniture is sold. Their largest competitors are the "credit" furniture firms who handle everything in household furniture from a tin pan to a parlor suit. These latter firms have absorbed a goodly portion of the exclusive hardware merchants trade in kitchen utensils, stoves, cutlery, etc.



But in the smaller cities and larger towns there are still a large number of furniture houses who handle only furniture and carpets, rugs and draperies. It is for these this chapter is written.

The exclusive dealer in furniture is usually a poor advertiser. He believes in advertising because he uses large space in the newspapers, but he does not appear to grasp the possibilities of the proper use of that space.

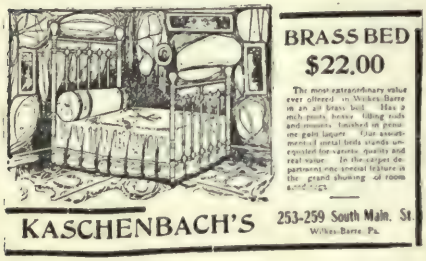
The advertisement of Chas. F. Doll, Buffalo, N. Y., is a fair example of what the usual run of these advertisements are. There is usually a cut of some article of furniture, and it is not always an appropriate one either. The space is then used for the purpose of going over a lot of generalities that are old and time-worn. As a usual thing they ring in that old "chestnut" about being made in their own factory. In these modern days people know that better and cheaper furniture, as well as other articles, are usually turned out by the largest factories and not by the smallest.

"You may rest assured that you are getting the best at the lowest market price" does not convince these days. Contrast that statement with "Brass Bed, $22.00," the headline appearing in Kaschenbach's, Wilkes-Barre, Pa., advertisement. Which statement is likely to be the more convincing? Which statement is likely to be remembered when furniture is wanted?

Kaschenbach's advertisement is a business bringer. The headline, illustration, description and price are all in accord. Brass beds are much in demand and when a furniture dealer comes out and says:

> "Here's an all-brass bed, it has two-inch posts, heavy filling rods and mounts; it is finished in genuine gold lacquer. The price is $22. Look at it for yourself. Don't you think it is a beauty?"

That is really what this advertisement says, although it is done in a more conservative manner. "Besides this we have an assortment of metal beds unequaled in variety,





quality and real value." That is a pretty strong statement to make but readers of advertisements take such announcements at their real value.

The writer of this advertisement should have quit there or he should have made the balance of the announcement, concerning rugs, form another paragraph.

P. H. Thompson, Lebanon, Pa., advertises sideboards in the old time-honored manner. This is altogether too wordy and after all there is rather little said: "A pretty sideboard makes a dining room attractive. We are offering special inducements this week in sideboards. $35 sideboards, $15." That is what it means but it says so in a very long, roundabout way. Advertisements must be interestingly and entertainingly written or they get few readers.



The advertisement of The Frank Pryor Furniture & Carpet House, Pueblo, Colo., is a much better advertisement than any of those previously mentioned. The introduction is good, at least the last part of it is. The usual statement, "Our line is the most complete and beautiful in the city," should be cut out. Such statements have no place in up-to-date advertisements. If the furniture dealer should make an affidavit to that effect there would be more than half of the furniture buyers who would pay no attention to it at all but say, "I guess I'll look around anyway, So and So are advertising some very cheap lines, etc."

"$7.00 Cabinets..... $4.50"

This line is incomplete. It does not state what the cabinets are like. It is an inducement for the reader who is looking for a music cabinet to take the time to call and see them. But how about the thousands of women who are not just now looking for music cabinets but who have promised themselves one many times over? Perhaps a price reduction like this would make a few of them long for a music cabinet again. If a short and explicit description of the cabinet was given together with information regarding size,

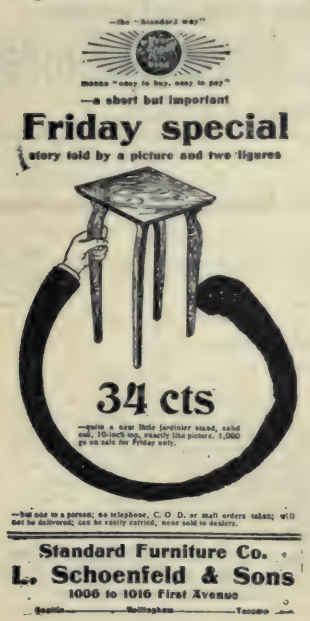
style, materials, finish, etc., it is more than likely that many who were not then ready to buy would make an extra effort to attend the sale and make a purchase.

Robbins, Pratt & Robbins, Spokane, Wash., go a little further than the Pryor Furniture & Carpet Company in their advertisement of china closets. They tell what kind of china closets are being offered at the reduced prices. Even this description is rather meager. There are lots of things that can be told of china closets that prospective purchasers would like to know. The idea of advertising one line of goods at a time as exemplified in these advertisements is correct. It is the only way to make good. General advertisements usually lack the essentials of salesmanship that every advertisement should have.



One of the leading features of modern furniture dealers' advertising is the "leader." This may be some cheap article or it may be a really meritorious article offered at a specially low price. The favorite leader with some of the credit home-furnishers is an article of kitchen ware that is offered at a fraction of the ordinary cost. A large number of these are offered for a certain day, or a certain hour in a certain day. This usually brings a crowd and among this crowd there are many who are induced to look around. Often immediate sales are made and very often new customers are made acquainted with the store and are induced to return and make purchases at some future time.

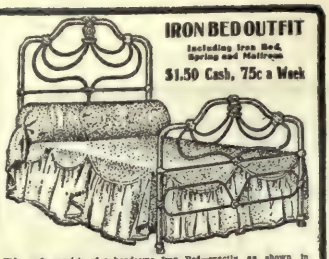
L. Schoenfeld & Sons, Seattle, Wash., advertise a jardinier stand as a leader for Friday. One thousand of these ten-inch top, solid oak jardinier stands will be carried throughout the city, for none are delivered, no mail order or C. O. D. orders taken. These little bargains make talk about the store offering them as well as induce a large number of persons to enter the store perhaps for the first time.



The furniture dealer should hold frequent special sales. These may be annual, semi-annual or occasional, as the case may be. He, like all other merchants, is not an infallible judge of the public's fancy and makes unwise purchases. These goods must be sold and it is usually easier to sell this class of goods when there is a "hurrah! boys, get them sold" feeling in the store. The price must be cut in any case and it is well to let the public know that prices are being cut.

The Williams & McAnulty Stores make an announcement of the starting of a sale of furniture. This advertisement is merely a preliminary announcement and it is therefore right to have it appear without prices. These should appear later in larger and even more glowing advertisements. The illustration in this advertisement is a good one and shows up a dining room well.

May & Co., Columbus, Ohio, advertise iron beds and extension tables in an attractive manner. This is the proper method to pursue in advertising furniture. Each item is taken up separately, even if there should be a dozen that are being advertised at one time. In this case there are but two and any one interested in either of these articles would be sure to read the May & Co.



IRON BED OUTFIT

Including Iron Bed, Spring and Mattress

$1.50 Cash, 75c a Week

This outfit consists of a handsome Iron Bed—exactly as shown in picture—a new and pleasing design, made especially for us—extra strong and rigid and richly enameled; also good woven wire spring and excellent mattress; total value $16.50. On easy terms of $1.50 cash and 75c. weekly, at the special low price of..... **$9.75**



Pedestal Extension Table

$1.50 Cash **75c a Week**

A really beautiful table—made of finest selected golden oak; with rich top—massive pedestal and hand carved claw feet. Our own exclusive design and well worth $27.50. Special as above terms of $1.50 cash and 75c a week, for **$17.50**

5 Rooms Furnished Complete, Terms $1.25 Weekly

May & Co.

5 Rooms Furnished Complete, **$69.50** Cash or Credit

—230-241 NORTH HIGH STREET—

JOHN A. COLBY & SONS RELIABLE FURNITURE

148 to 154 Wabash Ave., near Monroe

Last Week Half-Yearly Sale

"Yes," said a customer who hadn't learned the store, "I am sure we'll see lovely furniture. I have heard of Colby furniture. But it is costly."

Not a bit of it. We bring to Chicago the most beautiful things we can find in the whole world, but our own designers digest these style hints and then conjure adaptations both correctly stylish and inexpensive.

1866

The shrewdest shopper in the family used to be delegated to do the shopping—now a child can safely do it.

1906



Genuine Mahogany Library Table, 2½ feet long; long secret drawer **$10**

Buy of the Maker

STORE: 148 to 154 Wabash Avenue FACTORY: 63 to 69 North Elizabeth Street



Our Third February Sale

... Of High-Class ...

Home Furniture

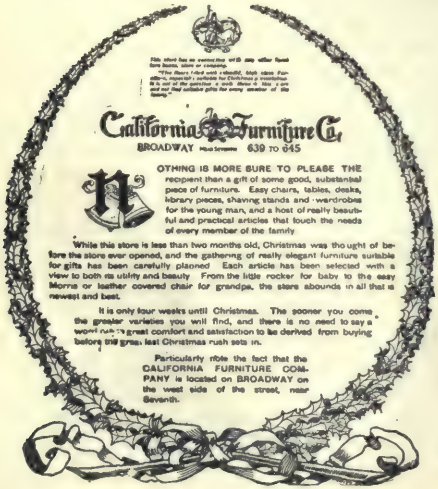
Starts Thursday Morning.

It will be the Greatest Value-Giving Furniture Sale that this valley has ever known. Every article is of First Quality and you have plenty of time and opportunity to carefully examine before buying—an opportunity rarely afforded at some sales. Every article guaranteed and the opportunity of changing any purchase cheerfully given if you desire.

Wait for the Reliable Sale of Reliable Furniture

The Williams & McAnulty Stores

129 Wyoming Avenue.



California Furniture Co.

BROADWAY Near Seventh 639 TO 645

NOTHING IS MORE SURE TO PLEASE THE recipient than a gift of some good, substantial piece of furniture. Easy chairs, tables, desks, library pieces, shaving stands and wardrobes for the young man, and a host of really beautiful and practical articles that touch the needs of every member of the family.

While this store is less than two months old, Christmas was thought of before the store ever opened, and the gathering of really elegant furniture suitable for gifts has been carefully planned. Each article has been selected with a view to both its utility and beauty. From the little rocker for baby to the easy Morris or leather covered chair for grandpa, the store abounds in all that is newest and best.

It is only four weeks until Christmas. The sooner you come the greater varieties you will find, and there is no need to say a word as to the great comfort and satisfaction to be derived from buying before the great last Christmas rush sets in.

Particularly note the fact that the CALIFORNIA FURNITURE COMPANY is located on BROADWAY on the west side of the street, near Seventh.

FLINT'S FINE FURNITURE

ESTABLISHED 1840 "FLINT QUALITY"

Spring Showing

Dining Room, Library and Bed Room Furniture.

The extensive facilities which we offer our patrons for grouping furniture, and being able to secure the correct impressions as to how furniture will look when at home, before purchasing, is a feature at Flint's.

The almost unlimited variety, designs, finishes this Spring enable the most scrutinous connoisseur to be easily satisfied. Our construction is limited to "Flint Quality."

Special designs prepared upon request.

GEO C FLINT CO

WEST 23rd STREET

advertisement. The advertisement is complete in all its details and is very attractively displayed.

The California Furniture Co., Los Angeles, Cal., take advantage of the fact that many people buy furniture as Christmas gifts. The border of holly is so much reduced that it does not show up quite as well as it did in the original. There is one thing about this announcement that was forgotten and that was prices. There are a great many words there that might have been omitted leaving space enough for at least one particular offering at a price that would be likely to attract holiday shoppers. The space taken up by this holly wreath might be considered by some as wasted, but it is not. If all advertisers should show the same amount of originality of display as is shown in this advertisement there would be more attractive advertising in all our newspapers.

John A. Colby & Sons, Chicago, Ill., handle high grade furniture. This firm has earned a reputation of being high-priced which they are trying to get rid of in this advertisement. The statements made there are rather on the short order and might have proved better had they been longer and more explanatory. As a whole it is an excellently displayed advertisement and worthy of any furniture house selling high grade goods.

From New York we select an advertisement of Geo. C. Flint Co. This is an advertisement of "quality." Its value to this firm may be assured but it would prove valueless if used by many of the smaller firms in the smaller cities. And yet there is more of this style of advertising being done by small firms than by the larger ones. On the whole it is too general in tone. What people look for now is a direct business proposition. "I will sell you so and so for so much." That should be the story of the retailer's advertisement whether he sells furniture, shoes or groceries.

CHAPTER XLVIII

GAS AND ELECTRICITY

FOR a good many years the advertising of gas and electric light companies was done almost entirely by personal solicitation. Once in so often the local manager would stir himself about and make a few personal visits, recommend the use of gas or electricity for lighting, take a few orders, draw his head into his shell and there keep it for months or years.

If any new business came their way it was because it could go no other way. New buildings had to be lighted and they sought out the gas or electric light companies according to their preferences.

A little rivalry sprung up when the incandescent light was introduced, but it did not produce much advertising. That came later with the introduction of the new gas lamp. The use of the mantle in a gas lamp brought forth the present era of advertising among gas and electric light companies. Even then it was not the light companies who saw the possibilities of publicity, but the lamp manufacturers. They really started the ball rolling and it has been rolling ever since and like the snowball has been growing larger the longer it is rolled.



The first advertising done by the gas and electric light companies was of a more or less general character. The advertisements consisted of mere business cards left standing sometimes for months at a time.

When the gas companies began to handle gas lamps, gas fixtures, gas stoves, etc., advertising became



an absolute necessity, because they were then competing with hardware merchants, department stores, supply houses and others who were advertising. Competition compelled the old light companies to come forth and advertise. Advertising has helped to build many of these properties into immense corporations.

Some of the advertising done by these companies to-day is on a par with much of the advertising done by the country retailer a few years ago. Take the advertisement of the Buffalo Gas Company. The cut is one of those old fashioned syndicate affairs which have been out of date for years. The headline is rather startling but misleading. It might even give the reader who is skimming over the pages an impression that the brave soldier is guarding an ice chest instead of a stove.

"Be up-to-date and get a gas range." Thus starts the advertisement of The Bay City Gas Co., Bay City, Mich. Then the reader runs into a graveyard. Just a little private graveyard used by the gas company for its own private ends. Upon the stone so prominently shown is a representation of an old style wood stove. The inscription reads, "To the memory of the old-fashioned stove." If the subject wasn't sacred to some, gruesome to others, this might be mistaken for humor. The balance of the advertisement is about as bad. "If you don't know that gas is cheaper, find out."

The Springfield Gas Light Co., Springfield, Ill., have here an attractive advertisement and an attractive proposition. It is altogether too bad that they did not give more particulars. Most persons want to get all the information they can about a proposition before investing their money.

The advertisement of the Spokane Gas Co. is better in every way, but it has an uninviting appearance. It looks very much like the trade journal advertisements of a decade or two ago. An all-type advertisement might have been used to better advantage.



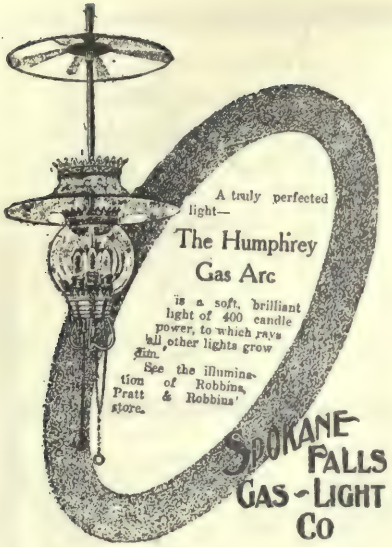
The Humphrey Gas Arc advertisement of the Spokane Falls Gas Light Co., is one of modern excellence. The lamp is illustrated. A shaded oval holds the advertisement together. The advertisement covers only one point but

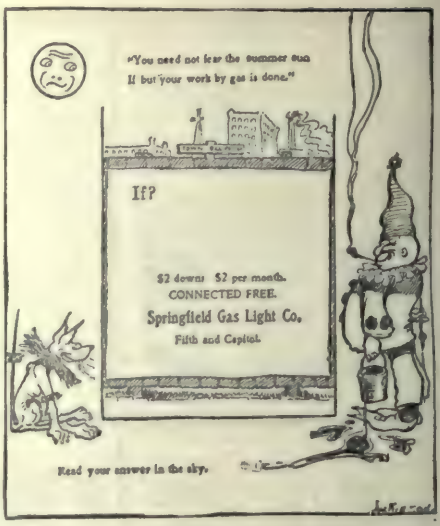


GOOD GAS ADVERTISING

that is an all-important one in lamps—amount of light it will give. The Humphrey people have done a lot of excellent advertising and there are few towns or cities that they have entered with their advertising that are not paying large tribute to them in the way of profits.

The very best gas advertising that has ever come under our notice is that done by The Public Service Corporation of New Jersey, Newark, N. J. These are not only attractive and clever but they are sensible, pointed and educational.





Gas is not a commodity that anyone will buy. There are certain conditions that must be met before they can have any use for gas. The house must be piped before it can be used as light or fuel. Thousands of houses are piped for gas where the occupants only use it for lighting purposes. These are the ones that the gas company can find it profitable to advertise to. These are the ones that are to be induced to buy a gas stove and reap the benefits. Special lamps, such as the reading lamp, comes in for a considerable amount of publicity. The gas water-heater has of late been strongly advertised.

CHAPTER XLIX

HARDWARE, PAINTS, ETC.

OF ALL lines of retail trade there is perhaps less advertising done by the hardware merchant, in comparison with the amount of business he does, than by any other. This is not because it is a hard business to advertise. There can be none more easily advertised, for the variety of stocks carried makes the hardware store's merchandise interesting to all classes.

The stocks usually carried consist of hardware, such as nails, screws, hooks and eyes, locks, bolts, hinges, and a hundred other small articles used in most homes. Then there is always a large assortment of tools used in almost all trades and by all mechanics. Cutlery and plated silverware form a goodly department as do kitchen utensils in iron, tin, graniteware, wood, etc. Stoves and their usual accessories, the smaller farm implements, lawn mowers, etc., and sporting goods and recreation wares, such as hammocks, form no mean proportion of his stock.

Besides this he keeps all classes of hardware and tools used by carpenters and builders and paints and brushes used by painters. His store is the center of attraction for these two trades as well as that of the farmer, the householder, the housewife and the boy whose amateur building operations not only require tools but material as well.

With all these classes of goods there is no reason why the hardware merchant should not do more and better advertising than many other merchants who use space regularly.

There are at least three phases of advertising the hardware merchant can use successfully. He can advertise to builders and painters, for they use his products in wholesale quantities. He can advertise to the housewife because he handles so many lines of goods that are essential to her comfort in the home. He can advertise to the men because he handles all kinds of sporting goods from an air gun for the boy to a repeating rifle for the sportiest man. He carries hammocks for the home and fishing tackle for the river side. Why, then, do not hardware merchants do more advertising?

One class of advertising that is done to a greater or less extent is represented in the advertisement of Johnston's Hardware Store, clipped from a country paper:

HEADQUARTERS

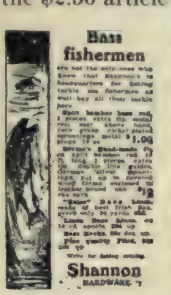
FOR

Nails, screws, locks, bolts, etc.
Screen doors, window screens, etc.
Paints, varnishes, stains, etc.
Cow bells, cow chains, ropes, etc.
Builders' tools, paints and brushes,
Graniteware, tinware, iron and wooden ware,
Stoves, pipes, zincs, kitchen utensils,
Cutlery, penknives, scissors, etc.
In fact everything that a good hardware store should carry will be found at lowest prices at

JOHNSTON'S HARDWARE STORE

While such an advertisement may be better than none it is merely a catalogue or list of goods. As such it may attract the attention of someone who requires one of the articles mentioned and tell where it may be found. But there is no other information given whatever.

The advertisement of Geo. M. Harris, Buffalo, N. Y., is worthy of some four by nine country store, yet we find this firm occupies two stores in a large city. The advertisement is usually a pretty good representation of what the store will be, but in this case it cannot be so. The idea of advertising lawn mowers separately is a good one. The text of this little advertisement is good except that it should have read "higher grade mowers if you prefer them," instead of "high grade." This was an admission that the $2.50 article was not high grade, in spite of the fact that it was offered as a fine mower. But the cut! Who ever would think of buying knives, razors or scissors for the purpose of cutting the grass? In this selection of an illustration we find a phase of advertising that is only too common. The advertiser evidently believes in the use of cuts. He wants to use one. If he has not got one of lawn mowers he uses one of razors. It is not only ridiculous but it is bad advertising. A man may require a razor and be attracted by the cut of the razor to the advertisement only to read about lawn mowers. This is likely to give him a poor opinion of the store that advertises so carelessly.



In the same manner a man attracted by the prominent words of the headline, "Lawn Mower, $2.50," upon seeing the cut may think the printer made a mistake or that the hardware merchant is playing some kind of a practical joke. The cut and text should be consistent, or one, or the other should be omitted.



A. H. Avery, Son & Co., Gloversville, N. Y., uses a very good advertisement. This is reduced from five inches double column and advertises but one thing—lanterns. This advertisement will sell lanterns because every man interested must read such an advertisement. It is also calculated to create a demand for lanterns. This is the kind of advertising that should be done by hardware merchants. They should take the most seasonable article they have and advertise it separately, singly and alone. The direct sales from such advertisements are large and lead to sales of other articles carried by the dealer as well.

Shannon, Philadelphia, Pa., advertises sporting goods in the right way. He does not try to tell all about everything he carries from a baseball to a shotgun, but takes one thing at a time. He now advertises to bass fishermen. At another time he will advertise to baseball cranks, to physical culture enthusiasts, to hunters, etc. The illustration is good and will attract the keen eye of the sportsman if the headline does not.





Paints and brushes form no small part of the hardware merchant's business. Ready mixed paints are used in surprisingly large quantities, though usually purchased in very small tins. Many of the manufacturers of these ready mixed paints advertise to the consumer for the benefit of the dealer or furnish electrotypes for use by the retailer. There is just one thing that might make an improvement in these advertisements and that is price. The prices of most colors are the same and if the price for different size tins were given the advertisement would be very much stronger.

The Lawrence Paint Co., Binghamton, N. Y., use Sherwin-Williams cuts very attractively to advertise calsomine. The first advertisement is inclined to be funny and is least likely to prove of any advertising value. The second is a good one and timely in a great many cases.

CHAPTER L

HABERDASHERY

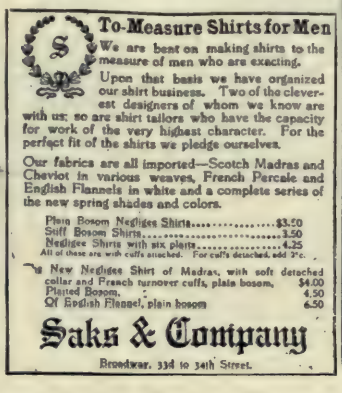
THE haberdasher who advertises usually advertises well. Unfortunately there are thousands of haberdashers who never use newspaper space. Many of these depend upon their windows for publicity. The window is good but there is no reason why the haberdasher should not supplement his windows by using newspaper space. In the large cities where space is expensive there is some excuse for this state of affairs, yet in spite of the expense, the haberdasher who advertises in the newspapers prospers exceeding well.

It is not necessary to use large spaces for small spaces will bring good results. Small spaces can be utilized for impressing upon the reading public the quality and price of some one particular article. This idea can be carried out the year around with very satisfactory results.

The ease with which an article of haberdashery can be illustrated makes it easier to advertise effectively in small spaces. Rogers, Peet & Co., of New York City, are always pointed out as good advertisers using small spaces. Their advertisements usually occupy from four to six inches single column, although this is varied by the use of double space on occasions. When this is done the single column idea is carried out as shown in the advertisement reproduced.



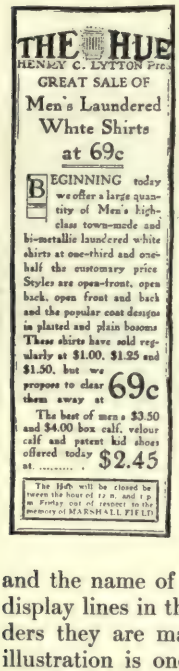
This advertising has been successful, not because of its peculiar style, not because of the semi-humorous illustrations, not because of the short, scrappy sentences, but in spite of these. The illustration no doubt attracts attention to the advertisement; a good headline would probably do the same. The style of the advertisement has become in a manner a trade mark for the store's advertising. As such it has its greatest value. Persons acquainted with the style of the advertisement recognize it without difficulty and if Rogers, Peet & Co. should insert one of these advertisements in the New York papers without their name attached thousands of readers familiar with this store's particular style of advertising, would hardly notice the omission.



Saks & Co., New York, also use a style of advertisement peculiar to themselves. This style they have adopted and follow in both large and small advertisements. It is altogether different in style from the Rogers, Peet & Co. advertisements and in many cases is a decided improvement upon them. They use the trade-mark appearing in the upper left-hand corner of the advertisement shown here very freely.

Wm. Vogel & Son, also New York City, always use a style that is distinctive. This style is not as closely adhered to as is that of Rogers, Peet & Co. This advertisement shows how quickly the larger haberdashers take hold of anything new and push it. Velvet scarfs for men are merely a fad but when sold by a firm having the reputation of this one they are made one of the new styles that are "proper to wear." If this firm sanctions and recommends an article, there are enough of their customers who will purchase them to make them "the vogue."

The Hub, Chicago, Ill., in their advertisement do not state any reason why these $1.00, $1.25 and $1.50 shirts are to be sold at sixty-nine cents. In place of that they say, "but we propose to clear them away at sixty-nine cents." There is a note of desperation here, as if they did not want to do it but were forced to by circumstances not stated. Here the description of the shirts is perhaps a little too elaborate. Most men will not know what "bi-metallic laundered" means. "High-class town-made" is a high sounding phrase. This might have attracted attention, however. The display of this advertisement is good. The name-plate appearing at the top of an advertisement dwarfs the headline. This style of make-up does not detract from a large advertisement, but it certainly does from a single column advertisement.

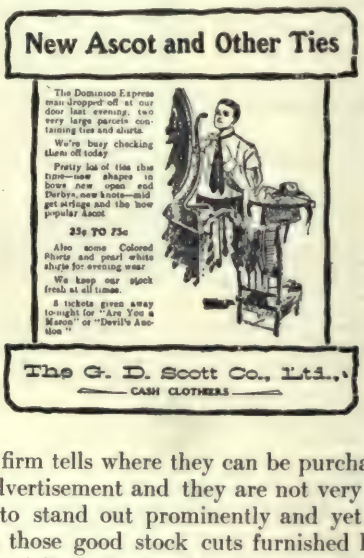

THE HUB
HENRY C. LYTTON Prop.
GREAT SALE OF
Men's Laundered White Shirts
at 69c

BEGINNING today we offer a large quantity of Men's high-class town-made and bi-metallic laundered white shirts at one-third and one-half the customary price. Styles are open-front, open back, open front and back and the popular coat designs in plaited and plain bosoms. These shirts have sold regularly at $1.00, $1.25 and $1.50, but we propose to clear them away at 69c

The best of men's $3.50 and $4.00 box calf, velour calf and patent kid shoes offered today at $2.45

The Hub will be closed between the hour of 12 n. and 1 p. m. Friday out of respect to the memory of MARSHALL FIELD.

The G. D. Scott Co., Ltd., Nanaimo, B. C., Canada, advertisement is attractively displayed. The headline tells the story of the articles advertised


New Ascot and Other Ties

The Dominion Express man dropped off at our door last evening, two very large parcels containing ties and shirts.

We're busy checking them off today.

Pretty lot of ties this time—new shapes in bows, new open end Derbys, new knots—mid gat stripe and the new popular Ascot.

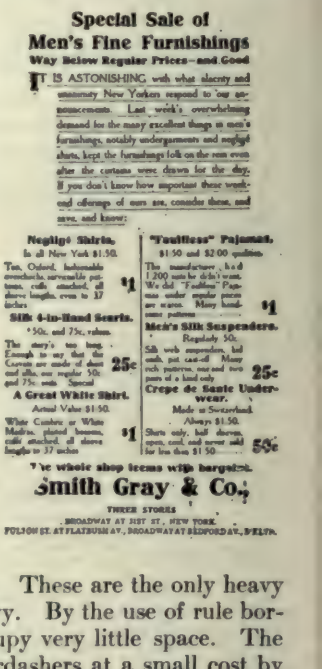
25c TO 75c

Also some Colored Fibrix and pearl white shirts for evening wear.

We keep our stock fresh at all times.

8 tickets given away tonight for "Are You a Mason" or "Devil's Auction."

The G. D. Scott Co., Ltd.,
CASH CLOTHIERS


Special Sale of
Men's Fine Furnishings
Way Below Regular Prices—and Good

IT IS ASTONISHING with what alacrity and unanimity New Yorkers respond to our announcements. Last week's overwhelming demand for the many excellent things in men's furnishings, notably undergarments and negligé shirts, kept the furnishings folk on the run even after the curtains were drawn for the day. If you don't know how important these week-end offerings of ours are, consider them, and save, and know:

Negligé Shirts, In all New York $1.50. Ten, Oxford, fashionable crosscheeks, serviceable patterns, cuffs attached, all sleeve lengths, even to 37 inches. $1

Silk 4-in-Hand Scarfs. 50c. and 75c. values. The story's too long. Enough to say that the Cravats are made of sheer and silks, our regular 50c and 75c. ends. Special 25c

A Great White Shirt. Actual Value $1.50. White Cambric or White Madras, pleated bosoms, cuffs attached, all sleeve lengths to 37 inches. $1

"Faultless" Pajamas, $1.50 and $2.00 qualities. The manufacturer had 1,200 suits he didn't want. We did. "Faultless" Pajamas in under regular prices are scarce. Many handsome patterns. $1

Men's Silk Suspenders. Regularly 50c. Silk web suspenders, full length, put cast-off. Many rich patterns, one and two pairs of a kind only. 25c

Crepe de Sante Underwear. Made in Switzerland. Always $1.50. Shirts only, half sleeves, open, cool, and never sold for less than $1.50. 59c

We've whole shop items with bargains.

Smith Gray & Co.

UPTOWN STORES
BROADWAY AT 31ST ST., NEW YORK
FULTON ST. AT FLATBUSH AV., BROADWAY AT BEDFORD AV., BKLYN.

and the name of the firm tells where they can be purchased. These are the only heavy display lines in the advertisement and they are not very heavy. By the use of rule borders they are made to stand out prominently and yet occupy very little space. The illustration is one of those good stock cuts furnished haberdashers at a small cost by engraving concerns specializing in that kind of illustration.

The introduction is newsy. It is just as if the clerk behind the counter was addressing you and saying, "Here's the latest things just arrived from the East. You've been waiting some time now for something new. Just step up; here's your chance, etc."

Smith, Gray & Co., New York, throw bouquets at their own advertising. It is good and deserves all they say about it. Straightforward facts as interestingly told as here must draw custom to a store. Not only are the items interestingly described but they are under-priced also. This is a combination that always attracts. Smith, Gray & Co. have here a good advertisement, barring the flowers. Modesty should have dictated some other reason for the store's run of good business. Why not come out flat footed and say the goods are so good that the people buy them in double quantities. Perhaps the advertisement-writer was too modest for that and chose the lesser evil.

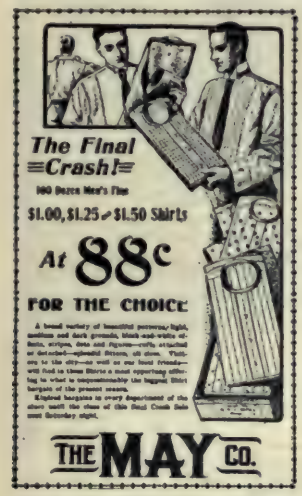
The May Co., Cleveland, Ohio, is a type of advertising that is pervading the larger

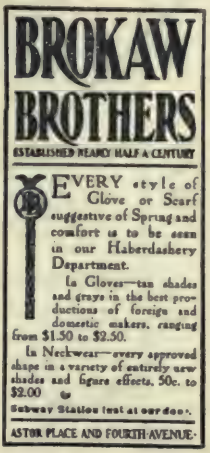
cities. Special sales of this, special sales of that, until one must imagine that they are buying everything below cost. Where does the retailer get his profit from any way? However, this is an excellent advertisement of its kind. The sale name is good, "Crash Sale." It suggests a crash in prices. The display is good and the illustration is good and there can be little doubt but that the advertisement made good for The May Co.

Brokaw Brothers, New York, use a style of their own. It is rather on the black order but as no illustrations are used something of that style is necessary to give the eye a resting place when it is roving over a newspaper page. The announcement itself is plain, there is no gush or flippancy. It gets down to business at once and is business-like from start to finish.

Reynolds, Gloversville, N. Y., runs rather heavy on illustrations. In the advertisement reproduced here fully two-thirds of the space is taken up with the cut. But is the space wasted? It is not, and then again it is. Good illustrations deserve all the space necessary, but an illustration occupying a little less room would have been quite as useful and effective. If there was any method of compressing or expanding a cut so that it could be made to fit a large or small space as occasion demands the advertiser would be in clover.

The text of this advertisement is too compact. With this cut Reynolds should have used at least another column's width of space and then he would have had room for his







usual firm name, Reynolds' "Toggery Shop," and his address which, owing to lack of space, had to be omitted.

Reiman's, Pittsburg, Pa., advertise neckties at half price in a rather vague manner. They say, "To-morrow you can buy two swell two and one-half inch Four-in-hands for the usual price of one. These ties are mostly in dark patterns of Rum Chunda silks. Very special at twenty-five cents." The man who expected two ties for a quarter and went to Reiman's got fooled, that is all.

This small advertisement is one of a good many good ones that Reiman's advertising campaign is composed of. They are usually bright and interesting. This one is excellently displayed.

Siegel Bros., Los Angeles, Cal., use a very attractive border and a good illustration to tell us an old, old story. This same style of expression has been used until it is threadbare. Why not try something more snappy and impressive? Unless a firm keeps an eye upon the market for new things they must soon go out of business. The advertisement should not consist of an announcement of this fact but should tell all about the new things that have been discovered. If a new style collar is found say so. If it's a new color in shirts, say so. But don't tell people you are always looking and expect them to drop

Kennedy 12 CORTLANDT ST

OUR HATS *have an air of betterness and style you don't find elsewhere.*

Smart Derbys at 1.90.



Fifty Spring shapes in black and covert brown.

Hats of the same quality are sold elsewhere at 3.00.

Clear Nutria Hat, 2.75,

In Every New Spring Style.

Nutria is the best Fur used in hatting, the value is 4.00.

Silk Opera Hats, 3.90

Middlemen's Profits Saved

Kennedy 12 CORTLANDT ST

Spring Underwear Direct from the Mill at a Big Saving.



Medium Weight Merino, 75c

Worth 1.25, White and Natural Colors.

"Stuttgarter" Wool, 1.49

Lightweight Shirts or Drawers.

Union Suits, 98c, 1.50, 2.50

Perfect-fitting Balbriggan.

15c Linen Collars, 10c

Kennedy 12 CORTLANDT ST

3.98

worth 6.00.



High Cut Double Soles of Rawhide Leather

Comfort for Flat Feet.

3.98 Worth 7.00 } Bunion Lasts, Supporting Arch Shoes and Soft Toe Shoes.

4.00 Oxfords at 2.39.

Five Hundred Pairs.

"Seconds" of fine patent leather and black calf.

Kennedy 12 CORTLANDT ST



1.00 white Dress Shirts at **69c**

Wide linen bosoms, in all lengths of sleeve.

Madras Shirts Pleated Bosoms at 1.10

Worth 2.00

Underwear Chances

At 1.98, Silk and Wool, worth 4.00

" 69c, Heavy Balbriggan, " 1.25

" 1.49, Australian Wool, " 2.25

1.00 Pajamas at 69c

Kennedy 12 CORTLANDT ST

French flannel Shirts with collars attached is fashion's newest novelty, with safety pins to keep collar in shape



at 1.98, worth 3.00

In Stunning New Patterns for Spring.

2.25 Flannel Shirts 1.49

Imported flannels with neckbands.

Time for medium weight Underwear

1.25 Merino at .75

White and Natural Shirts or Drawers.

4.00 Silk and Wool 1.98

Kennedy 12 CORTLANDT ST

An importer's over-stock of fine half hose in great quantities.



Fine Lisle Thread Sox at 35c., Worth 75c.

35c. Sox at 19c.

Embroidered stripes, neat figures and plain colors, in mercerized cotton and fine lisle threads.

Fine Underwear at very little prices

from Cartwright & Warner. Medium weight white wool regular 4.00 Shirts or Drawers, **1.49**

1.50 Heavy Cotton, 79c.

(Ribbed balbriggan Shirts or Drawers.)

1.50 Light Weight Wool, 98c.

Natural color Shirts or Drawers.

1.50 Walking Gloves, 98c.

Kennedy 12 CORTLANDT ST

A little of everything in fine Underwear at cut prices.

1.00 Wool Undershirts, 69c.

Heavy Balbriggan, 79c.

Wright's Fleeced at 98c.

Shirts or Drawers worth 1.50.

3.00 White Merino at 1.49

4.00 Silk & Wool at 1.98



This Splendid Glove at 98c

Made of imported skins, silk stitched.

Such a glove elsewhere would cost 1.50.

1.00 White Dress Shirts, 69c. Extra wide bosoms, all lengths in sleeve.

Fancy Shirts, 85c.

A little lot of French Percales, stiff bosoms cuffs attached or separate.

Kennedy 12 CORTLANDT ST

Men's Hats—New—Natty

Derbys—College Soft Hats,



At 2.75,

4.00 Quality.

Made of clear Nutria, the best fur used in hatting. Every Hat handmade—that's how they have that look of elegance not found in other Hats.

Three Dollar Hats at 1.90

Made with the same care as the finer quality, in fact we do.

$6.00 Silk Opera Hats, $3.90.

Smart up-to-date Caps for every good material used for Golf, Travel and Auto, .50, .98, 1.75.

Kennedy 12 CORTLANDT ST

A Cure for Insomnia



Wool Night Shirts, 1.49 worth 3.00

1.00 Domet Pajamas, 69c

February Underwear Bargains.

Fine Australian Wool, 1.49

Nothing like it anywhere else for 3.00

3.00 White Merino at 1.49

4.00 Silk & Wool at 1.98

Wright's Fleeced at 98c

Shirts or Drawers, worth 1.50

Gloves.

50c. Wool Gloves at 25c.

6.00 Fur Lined Gloves, 3.98

Fancy Shirts, 85c

A little lot of French Percales, stiff bosoms, cuffs attached or separate.

Kennedy 12 CORTLANDT ST

5.00 Oxfords at 2.97.

French Calfskin, Blucher Tops, new Flat Lasts, Straight Dipped Toe Military Heels.



4.00 Sample Shoes 2.39.

Blucher Oxfords, Patent Calfskin—all shapes, military heels, all sizes.

6.00 Pat. Leathers, 3.49.

With Shoe Trees FREE.

On the new swing last with dip toe and military heel.

Kennedy 12 CORTLANDT ST

Swell Vests for Spring

At 2.49

Worth 5.00

Flannels, plain and fancy Worsted and Mercerized Cloth. White Dress Vests



At 2.49.

Custom cut, Custom fit.

Spring Walking Gloves At 98c., worth 1.50.

Silk stitched, in light oak Tans.

Kennedy 12 CORTLANDT ST

Here's Some Good Shoe News;

4.00 Oxfords at 2.39

A maker's clearance. Patent leather and black calf. Smart Spring styles and all sizes.

6.00 Patent Leathers, 3.49

Oxfords and Button



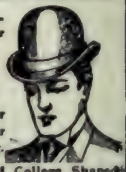
New Flat Lasts Dipped Toes

With Shoe Trees FREE.

Kennedy 12 CORTLANDT ST

Spring time is Hat time.

Smart Up-to-Date Hats for Young Men



At 2.75

for 4.00 hats.

Made of clear Nutria, best fur used in hatting.

Derbys and College Shaped Soft Hats.

Our 1.90 Hats

are same in quality as other hatters charge 3.00 for, except ours are better in style.

Silk Opera and Smart Silk Hats } 3.90 worth 6.00

Kennedy 12 CORTLANDT ST



Spring Oxfords 2.97

With hard box toes.

Why pay 3.50 elsewhere?

Patent Leathers, 3.49

Lace or Button, 6.00 Values,

With Shoe Trees Free.

Kennedy 12 CORTLANDT ST

Why Pay $3.50 Elsewhere?

A Swell Button Shoe, 2.97



Black Calf, *Flat last, dip toe and all the newest spring touches in the design.*

OAK SOLES

Scientific Shoe Specialties.

Shoes for Flat Feet, 3.98

With Steel Supporting Arch.

Soft Toe Shoes, 3.98.

Bunion Shoes, 3.98.

Sold Elsewhere at 7.00 to 10.00.

For Full Dress,

Welt Pumps, 3.98, 4.98.

Beach Made on Flat Custom Lasts, in Dull Calf and Patent Leather.

in every once in a while to see what you have found. Tell them what you have and they'll come for it.

In most of the advertisements reproduced here the "single item at a time" idea has prevailed. This is the best kind of advertising to use as long as it is done continuously. There are occasions, however, when the haberdasher wants to make a "splurge." He may have his new stocks in, or it may be a special clearing sale he is exploiting. In this case he desires to advertise a number of different lines at the same time. He usually secures extra space and groups the lines together in much the same style as that used by The Palace Clothing Co., Kansas City, Mo. This advertisement is reproduced from an original eleven and one-half inches double column. It is altogether too crowded to be very attractive, yet no doubt thousands read it.





Every bit of white space has been crowded out, even the ears at the ends of the name plate are utilized. This is a typical advertisement of many department and clothing stores. They crowd everything possible into their advertisements. That this style of advertising pays cannot be doubted. The very look of the thing suggests low prices. There is hardly anything gained as far as prominence goes by having so many lines underscored. It rather detracts from its value as it is rendered less legible. By eliminating the underscoring and using a larger size of type the first part of this advertisement would have been greatly improved.

The full-page reproduction of Kennedy's, New York City, advertisements gives one a good idea of their whole advertising campaign. A collection of advertisements of a single firm often teaches us more about how to advertise than a collection of advertisements of different firms.

The tendency of all of these advertisements is towards the same style of make-up. It is noteworthy that each advertisement is completed and laid out and the necessary space purchased for it. This is often more advantageous than having a settled space to fill and then filling it, sometimes crowding it and sometimes not having enough matter to fill it.

There is no unnecessary talk in any of these advertisements—just a plain statement, often no introduction at all. When one comes to think of it there is often no necessity for introductions in small advertisements like these. Any haberdasher can follow this style very profitably if he will only persist long enough to establish this style of make-up as his own.

CHAPTER LI

HATS AND CAPS

ALL men and boys wear hats. Hats are a commodity of every day consumption and should be continuously advertised. Of late years there have sprung up in our larger cities a large number of hat stores where hats are handled exclusively. Such stores should advertise continuously. They must advertise in the selling season to hold their trade and they should advertise in the "off" seasons to get more trade.

The bulk of the hat advertising is done by men's furnishers and department stores having hat departments, but such advertising is what can safely be called seasonable advertising. They advertise only at the time when there is a recognized call for new hats. These seasons are short and are practically only three in number, viz., spring and fall for felt hats and summer for straws. This sort of advertising has educated men to buy at regular seasons, crowding the selling each season into a very few weeks.

Most men do not have as many hats as they ought to have. A great many of them have only one, which they wear continuously until it is shabby, when they purchase another. A man should have at least one stiff hat, one soft hat, and a cap in his wardrobe at all times, with a straw hat or linen hat added for hot weather wear. A silk hat and an opera hat might be added to this list for those in better circumstances and who pose as good dressers.

It should be the aim of all hatters to bring about this extra consumption of hats and it can only be done by continuous advertising.

"We selected the right styles this season," is a statement, made by a hatter, that conveys a double meaning. It might mean that last season he made a mistake and did not have the right styles. It might mean that it is all a gamble this selecting of styles. This statement weakens the general impression that an advertisement should give the reader. Had he said, "The styles shown this season have proven so popular with our customers that we have had to send in duplicate orders every week," it might have been more convincing.

Hat advertisers, as a whole, have not yet taken hold of a form of advertising that should prove very effective. They have not gone into the details of the qualities of the materials used in the make-up of a hat. Very rarely will you find a good advertisement along this line, and yet it should prove one of the best lines of argument to use. Style of course is paramount in the selection of a hat. It must be made on the latest and most approved "block" or it will not sell in any quantities, but "value" should be a consideration worth exploiting.

Bergerman, Pueblo, Colo., and Nick Amster, Worcester, Ohio, make their fall





Very rarely will you find a good advertisement along this line, and yet it should prove one of the best lines of argument to use. Style of course is paramount in the selection of a hat. It must be made on the latest and most approved "block" or it will not sell in any quantities, but "value" should be a consideration worth exploiting.

Bergerman, Pueblo, Colo., and Nick Amster, Worcester, Ohio, make their fall



Opening today of Men's and Boys'

STRAWS

MILAN BRAID
SPLIT STRAW
MANILAS
Jivas and Leghorns
in all the Latest Styles and Dimensions

$0.45 $0.75 $1.00
$1.25 $1.50 $2.00
$2.50



Opening today of Men's and Boys'

STRAWS

PANAMAS
in a most complete line of styles

The Kind that you'll like and recommend to your Friends

$3.50 $5.00 $5.50
$6.00 $7.50

"The Nebraska"
1113 and 1115 Main St.

The Wanamaker Store
Store Closes at 5:30 P. M.

Men's Straw Hats
Ready at WANAMAKER'S

We have already had a taste of July weather. Straw hat time is here, and the men who want to be right in the matter of looks as well as comfort will be glad to know that the complete Summer showing of Straw Hats is now on view. Our new Hat Store has provided a very much larger stock than we have ever shown in the past.

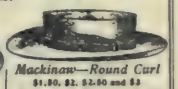
This is to be a season when individual taste may make its own selection. The straight-brim hats are here as before, but here are also the pencil curl Mackinaws, the turn-down Mackinaws and Panamas, and practically every style that has been popular in the past.

All Wanamaker Straw Hats, from $2 up, are hand-made, and when the hat is so stamped we guarantee that it stands for the best.

The sketches below were made direct from the hats, and give exact ideas of the various models:



The Split Straw Sailor.
$1.50, $2, $2.50, $3, $4 and $5
Crowns are slightly higher than rear and brims slightly narrower.



Mackinaw—Round Curl
$1.50, $2, $2.50 and $3
Brim turned down in front, side or back, or worn as it appears in the picture.



The Sennit Straw Sailor
$1.50, $2, $2.50 and $3
Same style as the split—higher crown and narrower brim.



Panamas, $5 to $18
Both telescoped and square crown. Our prices this year are unusually low, as we contracted for these hats a year ahead—at bottom prices; since then prices have gone up at least 25 per cent.



Mackinaw—Pencil Curl
$1.50, $2, $2.50 and $3
Mackinaws will be proudly worn this year, especially by young men, who will put on fancy bands and turn down the brims to suit their fancy —or the fancy of their girl friends.

Fancy Bands, 50c
If it is to be a great fancy band season and we will put these bands on any hat for, 50c. extra; put them over the black band—removable at will.
Main floor, Wanamaker Building.

JOHN WANAMAKER
Formerly A. T. Stewart & Co.
Broadway, Fourth Avenue, Eighth to Tenth Streets.



OPENING DAY

KNOX Superb Straws
CHASE Smart Straws
For Young Men.

FLAWLESS PANAMAS

Woolf Brothers J. S. Company
Main and Tenth

Mail Orders Filled.



THE MAY CO.



THE OPENING OF THE STRAWS AND PANAMAS

Tomorrow, for the first time this season, we shall display the most complete, the most varied, the largest and most carefully selected stock of Men's and Boys' Straw and Panama Hats ever opened up in this city, including the fine, finer and finest grades, in all the shapes and braids approved of fashion—and at prices which, by comparison with those of other stores, emphasize our acknowledged leadership in this line.

MEN'S GENUINE PANAMA HATS, in crease, pinch, square and telescope crowns, in various dimensions of crown and brim at

$5.00, $6.00 $7.00, —$8.00, $9.00, $10— and $12

Which means a saving of from $1.00 to $3.00 from Hat store prices.



MEN'S STRAW HATS, in Porto Rican, Java, Canton and English split braids, in all the new novelty and staple shapes, at

$1.50, $2.00, $2.50, —$3.00 and up— to $4.00

Each grade the best value the price can possibly buy elsewhere.

OUR MEN'S $1.00 STRAW HATS—We have made this grade famous by unapproachable values. This season they are better than ever—Sennet, Canton, Java and Mackinaw braids, in all the new and popular shapes—better than the $1.50 Straws of other stores. Our price is **$1.00**

BOYS' 50c STRAW HATS—Are in every essential equal to the best that other stores show at 75c. This grade comes in all the shapes proper for boys to wear—stunning styles, all of them, and in different dimensions of crown and brim, at..... **50c**



Boys', Youths' and Children's Straws

This section embraces the whole field of fashion in Straws, from the plainest style to the most elaborate creation. Boys' and Youths' Straws in sailor, plaid, telescope and straight crowns, in every fashionable braid; Children's Plain and Fancy Straw Sailors in an assortment of grades and styles beyond our limited space to describe.

50c, 75c, $1.00, $1.25, $1.50

AND UP TO $4.00 FOR THE FINEST.



A PAGE OF STRAWS

announcements in practically the same manner. These advertisements are practically catalogues of different makes and styles that each carry.

Bergerman "makes a point" when he states that all his hats are absolutely new hats "this season in consequence of the fire." Fire having destroyed their old stock they can only have the latest on hand. The inference is obvious and is well worth stating.

Nick Amster's advertisement is rather the better of the two typographically because the Bergerman advertisement is spoiled by the use of a cut too large to be used horizontally. If an advertiser was advertising a horse and run his cuts side ways the animal would perhaps be shown standing on its head, a feat that few can accomplish. An illustration should never be used unless it fits properly the space and the advertisement.

Esmay & Daggett, Utica, N. Y., use a stock cut to illustrate their advertisement. This cut is a combination of illustration and headline. This firm has a peculiar way of stating their styles and prices. Note these:

"Lamson & Hubbard," leads the best at $3.

"Sterling," worth at least $2.50.

"The Strand," our special $2 hat.

Wood Brothers, Schenectady, N. Y., have a much better advertisement. The illustration illustrates, the text gives some information about a new soft hat. A few more details about this "new soft hat" would have made the advertisement perfect.





The advertisement of Muse's, Atlanta, Ga., is by far the best here shown. The use of white space is excellent, the cuts are well placed giving the advertisement perfect balance. The text is written in an easy, readable style and contains a good many points that sellers of children's hats might find worthy of consideration.



Straw hats form the basis for a great deal of hat advertising every summer. Straws are usually advertised so prominently that soft and stiff felt hats are supposed to be unworthy of consideration. The season for selling straws is all too short and they must be vigorously pushed at the proper time. We reproduce a page of straw hat advertisements.

The Nebraska, Kansas City, Mo., is good typographically in spite of the use of type unnecessarily heavy. The cut and the text do not harmonize very well. The advertisement is divided into two sections and the cut is apparently arranged to illustrate these sections but does not. The experienced hatter will see the difference between a split yacht and a Panama in the second column of the advertisement.

John Wanamaker, New York City, gives us a good straw hat advertisement. The introduction is good and will persuade many men to purchase at once. This was a May advertisement and shows that the fine weather during that month brings out the straws. The merchant should have his straw hat advertisements ready for the first signs of hot weather and should come out strongly the first "hot spell" with his straw hat advertising.

Woolf Brothers, Kansas City, Mo., have a good cut but the type space is not used to good advantage. An invitation of some kind should have been given to visit the opening. Don't try to be too formal or the reader may think your store service too stiff and unin-

viting. The advertisement of The May Co., Denver, Colo., is typical of all department store advertising. If the exclusive hatter and the men's furnisher would take such advertisements, extract the meaty points and carefully consider them, they would do more effective advertising. It is unnecessary to use superlatives and high-sounding adjectives in describing the style and wearing quality, but these should be described.

Prices should play a prominent part in all hat advertising. The one idea at a time advertisement is as good for the hatter as for any other trade. He can describe, illustrate and price one hat at a time daily and get better results than by inserting a general statement that he has "all styles at all prices."

CHAPTER LII

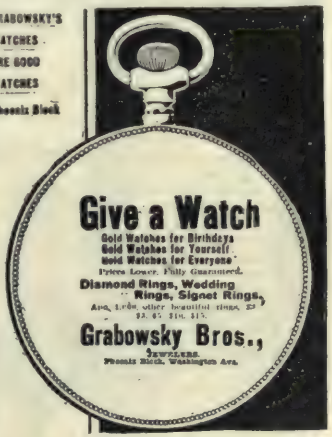
JEWELRY, PRECIOUS STONES, SILVERWARE, BRIC-A-BRAC, CUT GLASS

THE jeweler is often erroneously considered as a seller of luxuries. This is hardly the case. He does sell luxuries, but most of these luxuries are real necessities to a great many persons. Diamonds, for instance, are real luxuries but the diamond ring is considered a necessity by most young men contemplating matrimony. Watches are a luxury in these days when town clocks, factory whistles and other time indicators are so common, yet even the school boy considers it a necessity—and a watch once worn becomes a necessity. We might continue to multiply instances to prove that almost all articles sold by a jeweler, which were once considered luxuries, and were only possessed by the well-to-do, have to-day become as necessary to man as his mid-day meal.

This should be taken more into consideration by jewelers than is usually done and the necessity point emphasized more often in the advertising of the business.



The jeweler has probably a larger variety of articles to advertise than any other one line business, except hardware, because his business includes so many different articles for many different uses. He sells ornaments for the person and also ornaments to adorn the home. He sells timepieces to be carried about by men and women for convenience and timepieces for ornament and use in the home and office. The variety of these timepieces alone would furnish material enough for a year's advertising without any point being repeated throughout that time. Besides this there is table ware, in silver, gold, fine china and cut glass. He usually sells fancy articles in leather, gold and silver mounted umbrellas, and numerous other objects of rare value.



To all this is added a watch and jewelry repair department that might furnish enough advertising for one firm to maintain. This feature of the jeweler's business is often neglected in the advertising. He will advertise watches, rings, cut glass, etc., but seldom uses space to tell how well he does repairing. He may add a line to these advertisements intimating that repair work is a specialty with him, but never a reason why anyone should bring their broken trinkets to him to be mended.

There is a great deal of such watch advertising done as that by Grabowsky Bros., Bay City, Mich. This is a watch advertisement but it gives practically no information whatever that would influence a person to buy a watch. It is altogether too indefinite.



When You Want a Wedding Gift

that is out of the ordinary, will give the keenest pleasure and is certain not to be duplicated, send a piece of

Rookwood Pottery

No two pieces are ever alike; each is an original painting on pottery—a real work of art that will always be prized

We have a large display of charming pieces at $2.00, $3.00, $5.00 and upwards.

Sole dealers for Columbus.

Hasbrook-Bargar Co.

83 N. High.

ROOKWOOD



ABRAMSON

A SAFE PLACE TO BUY JEWELRY

The quality of goods in our stock will appeal to people of good judgment—our prices will convince you that we are fair and square. We always aim to give every customer the best possible value in every article we sell. No matter what you may be looking for, you'll undoubtedly find it here and at the right price

J. ABRAMSON

Jeweler and Silversmith

133 S. Spring St.



ROSS

Sterling Silver

Newest and choicest pieces in single piece and in combination. Suitable for ANNIVERSARY OR WEDDING GIFTS

Cheapest store in Ohio for fine goods.

ROSS

JEWELER

10 E. Long St.

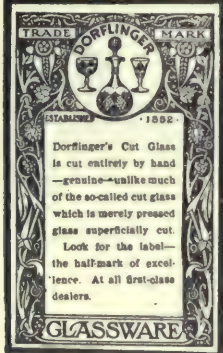


OPEN AN ACCOUNT AT

CASTELBERG'S

BEE HIVE JEWELRY CO.

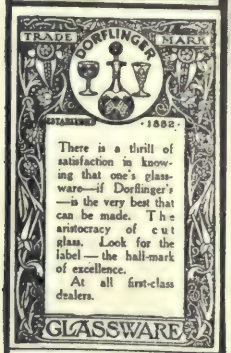
5 PUBLIC SQUARE



Dorflinger's Cut Glass is cut entirely by hand—genuine—unlike much of the so-called cut glass which is merely pressed glass superficially cut.

Look for the label—the hall-mark of excellence. At all first-class dealers.

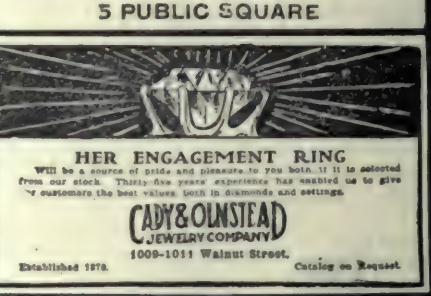
GLASSWARE



There is a thrill of satisfaction in knowing that one's glassware—if Dorflinger's—is the very best that can be made. The aristocracy of cut glass. Look for the label—the hall-mark of excellence.

At all first-class dealers.

GLASSWARE



HER ENGAGEMENT RING

Will be a source of pride and pleasure to you both if it is selected from our stock. Thirty-five years' experience has enabled us to give our customers the best values both in diamonds and settings.

CADY & OLMSTEAD

JEWELRY COMPANY

1009-1011 Walnut Street.

Established 1870. Catalog on Request.



The Value of a Diamond

is in the cutting, color, depth and purity. In the selection of our loose and mounted gems the greatest care is taken to procure for our patrons only the best

Our thirty-five years' experience in handling diamonds and buying from the best importers in the world creates confidence in one who buys a diamond here.

CADY & OLMSTEAD

JEWELRY COMPANY

1009-1011 Walnut St.

Established 1870. Write for Catalog.

IF YOUR DIAMONDS

Look old style or not up to date, bring them to us.

Our Expert Workmen

will remount and modernize them into just your liking. The beauty of a diamond depends very greatly upon the way it is mounted. Our workmen leave nothing undone that will enhance the beauty of the gem. Highest class work at nominal charges.

MULFORD

JEWELER

MEMPHIS TENN

6 SOUTH MAIN ST

Thos J

The chief thing in business is

Character

this courted with ability creates influence and demands attention. Our reputation for fair dealing combined with our ability to detect and point out the peculiarities of

Diamonds

and other precious stones, has given us increased patronage and many friends.

Tyle

JEWELER

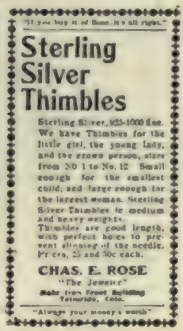
104 MAIN STREET

This firm believes in mentioning a whole lot of things in a space like this and calling it advertising. The illustration is good—it is attractive. When there is so much good watch advertising being done by firms like the Elgin and Waltham companies, no jeweler should be stuck for arguments—he can borrow them.













B. M. Henschel & Co., Buffalo, N. Y., gives us a very cleverly designed advertisement. It is of the general type and but for the two display lines:

"Expert Optical Work"
"Watches Regulated Free"

would be of little value.

Bailey, Banks & Biddle Co., Philadelphia, Pa., advertise the storing of silverware and jewelry. This is an idea that many jewelers with large vaults might use to advantage. This is one of the best all-type advertisements, as far as display goes, that is reproduced in this chapter.

The two advertisements of Chas. E. Rose, Telluride, Col., are excellent examples for

jewelers to follow. They take up one subject at a time and stick to it to the end. The talk is plain and to the point. What more could any man want than to have his money refunded if the watch sold him should prove unsatisfactory? Yet that is what Chas. E. Rose offers. The thimble advertisement is as good as the watch advertisement. It tells its story, gives the price and stops there. The display is good.

E. R. Fisher & Bro., Pueblo, Col., use a cut furnished on the syndicate plan. It is not as bad as lots of these cuts are. The headline explains the idea represented in the cut. The space used is large, being ten inches across three columns. The panels at the sides of the head are well used. The story told in solid type is that of holiday buying. Special offers are made that are sure to make business.

Tiffany & Co., New York, suggest suitable articles for Easter weddings. When a firm like Tiffany & Co. advertise in this conservative manner it seems to be a good form for others to follow. But is it? This firm is known all over the world. They are noted for their fine goods. It is almost an unnecessary thing for them to do more than keep their name before the public because the name stands for high-class jewelry. But other firms, not so widely known, who follow this plan would find it far less profitable than the one article at a time style followed by Chas. E. Rose.

Heintz, Lexington, Ky., certainly gets a very striking display in his advertisement. White space is used advantageously with the heavy border design. This advertisement quotes prices and therefore seeks business. An improvement could have been made by taking one diamond, describing and pricing it and then adding a line to the effect that others could be had ranging in price from $15 to $160.

Knittle & Longtin, Cleveland, Ohio, use an excellent illustration but unfortunately try to tell the public something about every class of goods carried in stock. They do not specifically make an offer on anything but try to do so on everything. With such a cut rings should be advertised exclusively.

Thos. J. Porte, Winnipeg, Man., is a good advertiser. His advertisements are such as will sell goods. But the man who is responsible for the name-plate used by this firm has transgressed the first principle of advertising, viz., legibility. No advertisement, no matter how good it may otherwise be, can do its whole duty unless it can be read and easily understood by the simplest minds. One must make a special study of this advertisement to find out that the advertiser is Thos. J. Porte instead of Thos. J. Orte.

Ross has a much better idea in his combination border and name-plate. This is legible, it can be read easily. There is just as much distinction about it and there is as much room for solid type effect. Ross can vary his idea to a certain extent, and make minor, yet material, changes in his illustration, but Thos. J. Porte must cling to his idea in all his advertisements or give it up altogether.

The other advertisements shown in the plate, with the exception of the cut glass advertisements, could be improved in some respects, but taken as a whole they are a fairly good lot of advertisements.

CHAPTER LIII

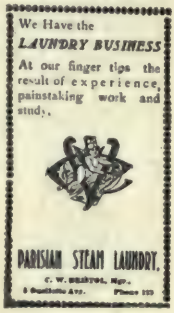
LAUNDRIES

LAUNDRY advertising should be largely educational. It should tell the public just what the laundry will do, how it will be done and what it will cost. There are many features of the laundry business that the general public do not understand. There are many kinds of service rendered that the average housewife knows nothing about. It is within the province of the advertising campaign to tell about these services.

There is also another feature of advertising that the laundry should not neglect and that is in overcoming the prejudices of the many who have a settled idea that the laundry destroys or wears out clothes quicker than other methods used for washing.

When the advertisements are of such a general character as that of the Parisian Steam Laundry, Windsor, Ont., they are of but little value. There are none of the educational features to such an advertisement. There is nothing about it that will cause one person to turn over his work from one laundry to another.





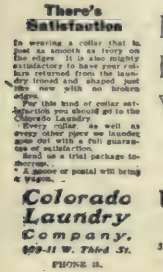
The advertisements of the Star Steam Laundry, Pensacola, Fla., and Asheville Steam Laundry, Asheville, N. C., are in the same class. The latter of these are of the timely nature taking advantage of the new year idea of making new resolutions, but will hardly influence trade.

The advertisement of the Colorado Laundry, Pueblo, Col., touches upon one of the disadvantages of laundry work that are common to most laundries. Collars will wear out and saw edges are disagreeable. The laundry that takes time to remove these rough places on its linen is a benefactor to man and has a splendid talking point to use in its advertising.

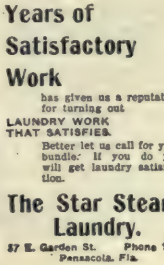
The Memphis Steam Laundry, Memphis, Tenn., advertisements are of the kind often seen in small cities but which are becoming very uncommon in the larger cities. A reading of these will prove their inefficiency. "The Song of the Shirt," is a splendid headline, but one is very much disappointed with the verses. "Business is business" and advertising should be the means of making business. People do not look through the advertising pages for poetry or humor. The companion advertisement does not say anything in particular. It claims only what all other laundries claim and is not of much value.

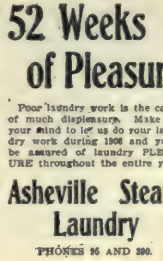
The Parkersburg Steam Laundry, Parkersburg, W. Va., is a good advertisement because it says distinctly that there is one laundry that does not destroy clothes in the washing. The point is not as well taken as it might be, but the fact that it is taken up at all makes it a superior advertisement to the general run of advertisements usually seen.

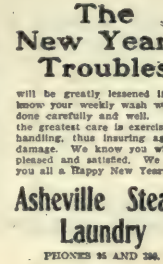
The Parsons Model Laundry, New Bedford, Mass., advertisement is in the better class. While it does not touch upon the real work of a laundry it makes a good impression on the reader. The display is out of the ordinary and is apt to make the reading of the advertisement difficult. The headline should have been used below the figure of the hand, obviating the necessity of repeating it. Magnitude is one of the features of advertising that can be made to bring business in any line. The large store is often credited











with advantages that it does not possess. Nevertheless the public think they can do better in a large store, and it is likely to prove the same in a laundry.

"Absolute cleanliness from top to bottom" is a good phrase to use in laundry advertising.

The Monarch Laundry, New Haven, Conn., advertisement would have been greatly improved by omitting the "jolly old gent" and changing the headline. The text might have given just a little more information about the "Naphtha Borax" process. A new process is always looked upon as likely to prove better than an old one but it is always best to tell why it is better.



This Big Brick Building.



This big brick building is none too large to hold the tons of up-to-date machinery and the army of cheery and healthy workers that turn out such perfect laundry work.

Absolute cleanliness from top to bottom—that's the watchword of

PARSONS Model Laundry
270 Acushnet Ave.

THE SONG OF THE SHIRT

Only a little shirtlet
Or possibly a waistlet,
Needs a little toilet
To be good enough to wear it.

Bunged up in its frontlet,
Baseballed its facelet,
Like a little piglet
Coming from the creeklet.

It had a dirty aspect,
Soiled, tired, fatigueist;
It took a laundry bathlet
And vanished for a timelet.

Now see its snowy whiteness,
Its perfection and wholeness,
A monument to cleanness,
Our laundry way to brightness.

MEMPHIS STEAM LAUNDRY
Both Phones 21.



A Display of Front always makes an impression.

Have you tried us since we have been using our new up-to-date "Washthe Borax" process which reduces wear and tear to a minimum?

We guarantee to save money for you.

Monarch Laundry.
153-155-157 Derby Avenue.
Telephone call 4.

IT'S LAUNDRY

That's what it is—Laundry in whiteness, cleanliness, purity and delicate finish. It's Laundry, in

Every Sense

We can't afford bad work. It won't pay. We're strictly ahead in all details.

Phone 21 at any time.

Memphis Steam Laundry

Good Service

YOU'LL GET FROM your linen if we launder it! Our method of Ironing is not to pound the material to pieces, but rather to preserve it, and send it home to you looking fit to wear.

Some laundries are more expensive than others, by reason of damage done your Linen in doing it up.

Ours is found economical because of the care taken.

You can prove this by one trial, make it to-day.

PARKERSBURG STEAM LAUNDRY
216—5th. Street.
Both Phones 112.

The Jefferson Laundry, Richmond, Va., tells some things about the laundry business that have a meaning to the reader. In this case the mistake of trying to tell too much in one advertisement is made. If one advertisement was given over to the reasons why they manufacture their own soaps and bleaches; another to telling about the experience they have had in doing laundry work, and a third to telling something about the modern machinery they use, the advertising would prove more effective.

The Blakely Laundry, Trenton, N. J., advertisement takes up the feature of good soaps. This is the kind of advertisement that convinces. An argument along these lines, changed every issue, is bound to educate the public as to what good laundry work means. The second advertisement of this laundry is far inferior as a trade bringer.

The American Laundry, New Bedford, Mass., use the mail idea in a bright way. The mail box adds to the force of the suggestion.

The Toilet Laundry Co., Montreal, Quebec, advertisement of their Towel Service is first-rate. It tells about the "valet" service, which has lately been added to the laundry business. Not all laundries have added this service but as it properly belongs to them,

Cleanliness is Next.

The question, "Who is your laundryman," should be also considered.

We manufacture all our soaps and bleaches; our help are the most experienced; our machinery the best and most modern.

We solicit a trial. Ensuring full well that you will agree that our work is unequaled.

The Jefferson Laundry.
Phone 1050.

We Use Soap Plentifully

in our laundering—and the finest soap we can find. It's the sort which brings the dirt out of garments, without rotting them.

Of course, it costs more than other soaps, but this laundry is not run on the how-cheap principle, but upon the how-good scale.

Blakely Laundry
13-15 S. Warren St.
Phone 517. Trenton, N. J.

Laundering which wins

That's the Blakely sort. It's built up up from almost no business at all, to the largest laundry horseboots, and one of the most up-to-date in this country.

Brains, the "know how," and keep at it-ness are responsible for the result which good dressers prefer.

You don't know just how good your linen can be made to appear until you've sent us a bundle.

Or shall we call for it?

Blakely Laundry
13-15 S. Warren St.
Phones 517. Trenton, N. J.



they should take advantage of it and not allow independent concerns to get in ahead of them.

Mr. Ralph Harris, editor of *Brains*, commenting on laundry advertising, in that paper, says:

"A laundry which does good work can command the trade of a large district whether

the town is large or small, yet laundry owners who make proper use of good advertising are few and far between. In the laundry business more than all others, the work must absolutely make good.

"A grocer who has an established trade can sometimes sell twenty-five cent coffee for thirty cents a pound, or a cigar store may sell poorer goods to a regular customer without



always being found out. Not every man who smokes is a good judge of tobacco and cigars. Not every person knows good coffee from poor.

"But almost every man can tell whether his laundry work is properly done. Let him get his laundry with but one spot on a collar or one rip in a garment, and he is done with that laundry.

"I repeat—a laundry must make good, but in order to make good it must first get the trial, with the opportunity to show how good the work really is.

"Advertising is the only method of getting the trial orders. It may be through newspapers or circulars, but whatever it is, it should be the story of good work; the story of quality, prompt service, and good treatment must be told in a convincing manner.

"You can reach possible customers for your laundry easier than they can be reached by any other trade. Every family needs laundry work, and you may leave a circular in every house in your district with good effect. If it possesses the business getting characteristics your increase in business will be remarkable."

The nine advertisements of the Munger Laundry, Los Angeles, Cal., are, every one of them, good specimens of laundry advertising. The name-plate and borders add, of course, to their typographical appearance and attracting power. The text in most cases is as strong as it can be. Each advertisement takes up one point and makes the most of it in as brief a manner as possible.

The last two advertisements, devoted to "rough dry" washings are of the kind that are driving the home washings out of fashion. This laundry has a "motto" or phrase that they use in connection with the name. It is, "The laundry that knows how." Every reader of the newspapers of Los Angeles knows that phrase by heart and no doubt often think of it to the Munger Laundry's benefit.

Besides the newspapers, a laundry can use leaflets, folders, booklets and novelties to considerable advantage. Solicitors are indispensable to a good laundry and should systematically canvass a city, asking for new custom, more custom, and rectifying mistakes, settling claims, and in other ways advertising the laundry and its policy. The little leaflet, or folder, should be systematically used about once a month, and should be made timely. In summer a leaflet devoted to the laundering of shirt waists, ladies' white dresses, or children's white dresses would result in many trial washings. The service rendered if it is good will retain customers obtained through advertising. In the spring and fall when housecleaning is in progress a leaflet devoted to the laundering of lace curtains, bedspreads, blankets, etc., would be timely.

Novelties suggestive of the laundry work or name of the laundry could be distributed to advantage at any season.

CHAPTER LIV

MILLINERY

OUTSIDE of the department stores, millinery advertising is almost exclusively confined to opening announcements and to "business cards" inconspicuously displayed.

This is a mistake, for all women cannot buy their hats at the time of the millinery opening. Many of them attend these openings and determine that at some future date they will make a purchase, but the advertising stops and they worry along by "fixing over" the one they have.

Most milliners carry a full line of children's hats, tams, straw sailors, etc., and babies' bonnets, yet we very seldom see these properly advertised. The large dry goods stores and the department stores monopolize this trade because they advertise these lines. If instead of a business card that is left standing, week after week, some line is featured in each advertisement the exclusive milliner will have a larger profit account at the end of each season than is usually the case. Besides these lines there is another that could be very profitably exploited, and that is trimmings and "shapes." Where one woman buys a hat, a dozen re-trim their old shapes, or purchase shapes and trimmings and do the work themselves. These form a profitable clientele for any store selling these materials. Why not advertise specially to them?



....OUR....

Spring Opening

A Grand Success

We are more than satisfied by attendance on our first day of the opening and by the many complimentary remarks made by the ladies who attended, we take it that every one was pleased. The crowd was very large today and we expect a bigger crowd tomorrow.

You are always welcome to come and look.

RISCH & McCOY



Millinery Reception

Spring Season

1906

Wednesday, Thursday and Friday MARCH 28, 29 and 30

Cordial invitations extended to all. Latest importations. "The Gage" a specialty.

A. & L. JENNY, 210 King St.

An Announcement

OF OUR OPENING

and those admirable EASTER HATS with all the glories of the

New Spring Millinery

are shown ready for your inspection. Accept this as your invitation to come, and bring your friends with you.



L. STEINICKEN,

217 Market St.

WEDNESDAY
THURSDAY

OPEN EVENINGS

FRIDAY AND SATURDAY SPECIAL

97c 97c 97c



Tailored and Ready-to-Wear Trimmed Street Hats, values up to $2.50. Friday and Saturday—

97c

See large corner window—25 styles and all colors to select from.

THE WONDER MILLINERY CO.

COR. MORRISON AND FIRST STS.

THE LARGEST MILLINERY HOUSE IN THE WEST.

Spring - - Season

1906

Miss B. B. Hyatt,

402 King Street.



Distinctive Styles in Misses' and Children's

Millinery

A dainty model for a young girl is shown in the illustration; Tuscan braid body; hat with black velvet ribbon, crush roses, and tiny steel buckles as decorations. Price,

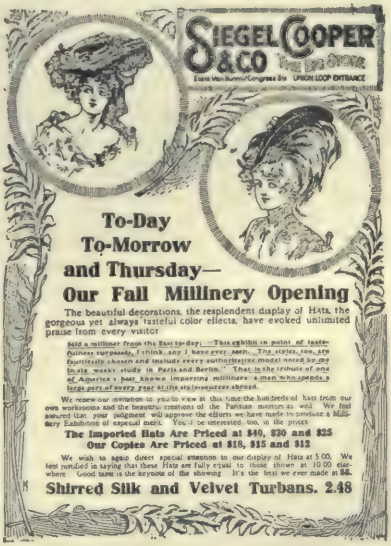
$3.00



See our pretty hats for girls. We have a diversity of styles to suit the needs and the heads of all patrons.

Wholesale and Retail Millinery

B. Adler & Co. 1212 and 1214 MAIN ST.



To-Day To-Morrow and Thursday—

Our Fall Millinery Opening

The beautiful decorations, the resplendent display of Hats, the gorgeous yet always tasteful color effects, have evoked unlimited praise from every visitor.

Said a milliner from the East to-day: "This exhibit in point of tastefulness surpasses, I think, any I have ever seen. The styles, too, are faultlessly chosen and include every authoritative model noted by me in six weeks' study in Paris and Berlin." That is the testimony of one of America's best known importing milliners—a man who spends a large part of every year at the style-sources abroad.

We renew our invitation to you to view at this time the handreds of hats from our own workrooms and the beautiful creations of the Parisian masters as well. We feel assured that your judgment will approve the efforts we have made to produce a Millinery Exhibition of especial merit. You'll be interested, too, in the prices.

The Imported Hats Are Priced at $40, $30 and $25

Our Copies Are Priced at $18, $15 and $12

We wish to agaia direct special attention to our display of Hats at $5.00. We feel justified in saying that these Hats are fully equal to those shown at 10.00 elsewhere. Good taste is the keynote of the showing. It's the best we ever made at $5.

Shirred Silk and Velvet Turbans. 2.48

Rish & McCoy, Mansfield, Ohio, believe in changing their advertisements. Theirs is an announcement of the success of the first day's opening. This is a good feature of an opening that usually runs over three days.

L. Steinicken, Wilmington, Del., gives us an Easter opening advertisement that should have drawn attention.

Miss B. B. Hyatt, of the same city, has an advertisement that is a mere announcement. No opening days are announced, no invitation is extended. This is rather too formal and stiff. Miss Hyatt might have had more visitors had she been more explicit.

A. & L. Jenny, also of Wilmington, Del., have added to the usual information given in these announcements that they are showing a new importation styled "The Gage." As the object of these millinery openings is to gather into the store as many visitors as possible, the announcement of a specialty hat like "The Gage" is good. It will bring out a large number of curious women who might not have come but for that announcement. There is a special reason why they should attend that opening as well as the others.

B. Adler & Co., Kansas City, Mo., give us a style of millinery advertisement that is bound to prove a salesmaker. The price of a hat is something that all women have to consider, and the milliner or millinery department advertising prices is sure of good trade.



The Wonder Millinery Co., Portland, Oregon, advertise misses' and children's headwear. This is a feature that is usually overlooked by most milliners. Prices and special descriptions can be used effectively in such advertising.

The advertisement of special "Tailored and Ready-to-Wear Trimmed Street Hats" at 97 cts. by this company is splendid. It shows an emancipation from old channels that have always been too narrow and an advancement into the regular ways of modern trade. This is good advertising.

The advertisement of misses' $3.00 hats by B. Adler & Co. is very well displayed. The "just like cut" idea is the best kind of advertising by illustration. Cuts that actually show a style advertised are of considerable value, but only large concerns can afford to have cuts made especially for their advertisements.

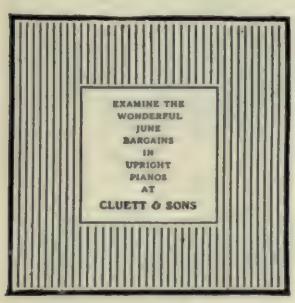
The advertisement of Siegel, Cooper & Co., Chicago, Ill., is a fine example of department store millinery announcements. Prices are never forgotten by these big stores. They know the value of little figures too well for that. The illustration, border and name-plate make this a distinctive advertisement.

CHAPTER LV

MUSIC AND MUSICAL INSTRUMENTS

THE piano is perhaps the best representative of the musical family to use for purposes of illustration. In this chapter we will then speak of pianos as being in a manner the representatives of other musical instruments. In nearly all cases, what can be said of a piano can be said of nearly all other classes of musical instruments. All have tone, all have finish, and all have durability—the three points most usually emphasized in advertising.

The music dealer has two audiences to advertise to—the general public on the one hand and the musician on the other. An advertisement written to appeal to one class will hardly touch the other. If it is written for the expert eye it may fly over the heads of the masses. If it is written to cater to the popular tastes it is apt to cause a curl of contempt to overspread the expert's features.
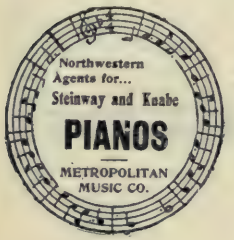


Newspaper advertising should be directed toward the great buying public. The piano should be treated as any other article of common utility and sensibly described and priced when possible.

Such advertisements as that of Metropolitan Music Co., Minneapolis, Minn.; Cluett & Sons, Troy, N. Y., are pretty nearly valueless. There is not enough information in any of them to make one pause long enough to even read the name of the piano, let alone remember it.

The advertisement of Bloomingdale's, New York City, is the exact opposite in every respect. In this advertisement the whole story is told. Terms are given in a way that impresses one that they are not only low but that they are the lowest. This kind of advertising makes people call to see the instruments offered.

Gimbel Brothers, Milwaukee, Wis., advertise pianos in an interesting manner, yet not quite so sensationally as Bloomingdale's. At Gimbel's we are offered a saving of fifty per cent., while at Bloomingdale's we can buy a piano for $1 a week—





and no interest, mind you. The headline in the Gimbel advertisement is good and so is the illustration.

Poppenberg's, Buffalo, N. Y., are reaching for business by having an after Christmas sale. The illustration is strong in eye catching power, but is of little use otherwise. Descriptive matter is lacking, and the plan or reason for the sale should be made plain. Too much heavy type detracts from the force of the display. A round cornered rule border would give the advertisement a more finished appearance.

$325

The Red Tag Shows The Price

By our easy payment plan every family in moderate circumstances may own a high grade piano.

Martin Bros.' Piano

is sold "from Factory to Home." The price of every piano is marked in plain figures.

MARTIN & MARTIN

69—State Street—69



The First-water Diamond of Piano Perfection

Its sparkling tones, voicing the Wedding March and Bride's Song, reflect the harmonious destinies of the truly wedded. A rival to the bridegroom in the bride's affections is

THE MATCHLESS

Cunningham PIANO

What present more fitting to the matchless Philadelphia bride than the Matchless Philadelphia-made Cunningham Piano?

Cunningham Piano Co.

Chestnut and 11th Streets

Factories: 50th Street, Parkside Ave. and Viola St.

The

LAUTER



PLAYERPIANO

The musical possibilities that are latent in the Lauter Playerpiano are limitless. With this wonderful instrument any non-player can play artistically any composition he may have in mind, be it classical, popular, dance, vocal, etc. The instrument can also be used as a regular piano for playing by hand. It is TWO PIANOS IN ONE, and the change from one form to the other can be made instantaneously.

We can take your present piano in part payment.

LAUTER CO.

127 NEWARK AVE. JERSEY CITY

Branch: 538 Washington Street, Hoboken

PAY $10



MASON AND RISCH

$80 SAVED

Exhibition Sale

That's all you pay, $10 down and $10 per month, but you must buy before the end of Exhibition week if you want to save approximately $80 on the Piano.

This means 8 payments all made on a Piano the minute you pay us $10 and have the Piano delivered. Think of it. In buying NOW the Piano is paid for 8 months quicker than if you bought the instrument at the regular price.

If you live in the city you ought to be in our store inside of an hour after reading this.

Come in to-day and have a Piano delivered in your home to-morrow, with $80 practically paid on it

Mason & Risch Piano Co., Ltd.

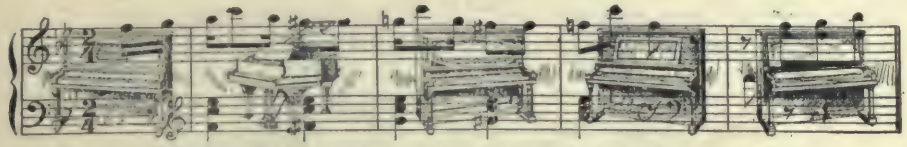
356 Main Street, Winnipeg, Man.

SELL DIRECT TO YOU FROM THE FACTORY.

Prices are given with a vengeance. In fact there are so many prices given without the proper information attached that they would naturally be nearly meaningless to most people. The terms and special bargains are given correctly and should have made bargain hunters stir themselves.

The music dealer can make good use of fancy borders in newspaper advertising. In fact he may use fancy borders around his advertisements that would be out of place in many other lines.

Piano advertising is almost all done along the same lines. There is a lack of originality in all the descriptions. Take any advertisement reproduced in this chapter and change the name of the piano advertised and it will answer as well.



A Great Piano Sale : Are You Interested in Saving 50 Per Cent?

Did you drop in today and see the sale in progress? If you did you know something about the way Milwaukee people responded to our announcement of this special sale of pianos. Fortunately we had very many pianos and the sale will be pretty nearly as attractive for tomorrow as it was for today. Simply choose the instrument that pleases your ear and eye and our guarantee of satisfaction makes the transaction safe for you. Even if you are not ready to purchase, drop in any way and get posted on our prices. Here is the list, choose your favorite and if you cannot come down, either telephone or write to us. Out of town purchasers are given special attention—write to us.

Very Choice and Large Stock of Ivers & Pond Pianos to Select From—Uprights and Grands. Terms Very Easy

$265 $190 $150 $325 $225 $225 $225

Slightly Used and Second-Hand Upright and Grand Pianos

Gimbel Brothers

Interior Decorators Furnishers Outfitters

Martin & Martin, Rochester, N. Y., and Mason & Risch, Winnipeg, Man., both emphasize price, but the latter has the stronger advertisement.

The illustration used by the Cunningham Piano Co., Philadelphia, Pa., lacks originality. This idea has been used in almost every line of business, and is rather senseless.

The advertisement of the Lauter Co., Jersey City, N. J., is of a player-piano. The talk is straight to the point. Prices might have added to the pulling power of this advertisement. Everyone does not know what a piano-player costs. Advertising should be as educational as possible.

CHAPTER LVI

REAL ESTATE

THE live real estate dealer advertises these days. He makes business. There was a time when he had properties listed at his office and there awaited some interested person to whom they might be shown. His only advertisement was a card in his local paper stating that he was a "Real Estate Agent." Not so to-day. The live agent has large advertisements describing properties. He has agents looking around all the time for possible buyers.

The advertising is much improved, going into details, showing up the advantageous points of the properties, telling why it is a good investment. It does not abound in generalities as of yore, but delights in giving details.

The Pensacola Investment Co., Pensacola, Fla., advertisement is an example of the old style that says, "We have real estate for sale." The Eugene G. Russell, Lowell, Mass., advertisement is a type of those that say, "We have a house and lot for sale cheap; it has eight rooms, etc.; it is a bargain at $4,500." Which advertisement is more likely to sell real estate? Surely not the one from Pensacola.

Free Tickets

ONLY $50 AND UP

ONE $ A WEEK

5 Lots only $5 each to Home Builders



Watts is only fifteen minutes from the center of Los Angeles (Huntington depot, cor 6th and Main Sts.)

Watts is on the best electric line in the world.

Watts is the point where the new double track branches off to Santa Ana.

And remember—the town of Watts already is, and it is growing rapidly

The school house is being doubled in size. New business houses and stores are locating at Watts.

ON SUNDAY, NOVEMBER 5th

We will open the well known

WATTS PARK TRACT

the tract which you have all been waiting for

These are the cheapest lots ever put on the market anywhere around Greater Los Angeles at only $1 down and $1 a week. No interest, no taxes.

ONE $ DOWN AT

The fact that a portion of this Tract is under cultivation as a vegetable garden and more of it in alfalfa, is proof of the quality of the soil

Full width streets, all graded in first-class manner

Fifteen foot alleys to all lots

The Pacific Electric Railway runs right through the center of this tract with a station on the property

5 Lots only $5.00 Each

to parties who will agree to build within 60 days

Secure your tickets and maps at our office today

Prudential Improvement Company

Sole Agents



5 Lots only $5 each to Home Builders

LOTS

No Interest - No Taxes

WATTS

Free Tickets

FREE STREET CAR FARE TO JACKSON PARK



Cut out this Photograph; present to our salesman and your car fare will be refunded.

Just to show you the best home building site in Evansville. Don't take my word for it, but come out and see for yourself.

JACKSON PARK has artificial stone walks; shade trees, gas and electric light, city water, fire and police protection, graded streets, and perfect drainage. Jackson Park is the only place where you can buy lots on these reasonable terms:

$1.00 DOWN, AND $1.00 PER WEEK.

No interest, no taxes, in fact nothing to pay but one dollar per week. There are no strings tied to this proposition. The Peoples Savings Bank or Ohio Valley Trust Company stand back of every contract. As an investment a Jackson Park lot can not be equaled. Just as safe as a government bond.

Stop that eternal rent bill. Make the start to-day. It only takes one dollar. After your lot is paid for I will secure the money to build you a home.

Mr. Homer Rose, 1605 Walnut Street, bought two lots on this plan and is now erecting a beautiful home.

COME TO-DAY

or any afternoon and look over the property at my expense. Take car going up Second Street and get off at Emmett Street, or take Eighth St. and Washington Ave. car to Garvin St.

W. F. LITTLE,

Phone 958. 214 Upper 2d.

This is where the old time real estate agent quits work. When he had gone so far he thought he had reached the limit. But now the agent must have a new subdivision opened at least once a year. Pages and half-pages in local papers, balloon ascensions and fireworks, free car rides and any other attraction that will draw a crowd to the spot are freely used. The real estate agent has an office there (often in a tent), and takes every prospective buyer in tow. But first, streets must be laid out, water connections, gas mains, electric lights, telephone lines, paved streets and other improvements must be completed. Then by the aid of the brass band and the other side-show attractions the buyers are assembled.

What Shall You Do With Your Idle Money

in order to get the greatest profit from it, and yet have it safely invested? Stocks are unreliable. Daily events prove it.

Good Real Estate is Profitable,

and is absolutely safe, too. It grows in value each year. We have some investments worthy of your investigation. Will you call and let us talk it over?

Pensacola Investment Co.

A. H. D'ALEMBERTE, City Manager.
W. B. KNOWLES, President. R. B. SIMPSON, Secretary.
J. E. STILLMAN, V.-Pres. and Gen. Manager KNOWLES HYER, Treasurer.
Real Estate, Loans, General Investments.
215 South Palafox Street, Pensacola, Florida.

The inducements to purchase are innumerable and often varied. Easy payments are among the winners. In some cases lots are sold at nominal figures to any one who will build at once a house of a certain size and value. This is often done when the tract being sold in building lots has but recently been known as farm property.



A Home Worth Its Weight In Gold

That, figuratively speaking is the beautiful home that we offer for sale

It is situated in the Highlands, on one of the prettiest streets, and the surroundings are of the most pleasant nature. It is handy to street cars, churches and schools, and is in fact an ideal home.

The house contains eight well lighted and sunny rooms and they are perfectly appointed. It is finished in the best of materials and has every modern convenience—bath, open plumbing, hot and cold water, set tubs, furnace heat, cemented cellar. Besides this there is a large lot of land.

Words are far too inadequate to describe this elegant house—to be appreciated it must be seen. We want YOU to come to our office TOMORROW and allow us to show you this house and explain to you more fully.

The price that we ask for this well built and attractive home is so low that you'll wonder why we can sell it at that price—$4500!

COME TOMORROW AND SEE IT

"YOUR SATISFACTION IS OUR SUCCESS."

EUGENE G. RUSSELL
Real Estate and Insurance
407 Middlesex Street Near Depot

A reading of the advertisements of the Prudential Imp. Co. and W. F. Little will show clearly the manner in which these new locations are opened up.

W. F. Little, Evansville, Ind., uses his face as a coupon good for carfare. The idea is not a bad one, for there should be some check upon the demands for free carfare.

The real estate business has even extended into the mail-order field. Not merely in isolated cases where farms are exchanged for city property and vice versa, but where whole plots and villages are sold to persons who have never seen the land. That there is profit to be made in real estate every agent knows, but as a usual thing he is content to pocket his commission and be satisfied, instead of advertising and pushing sales.

CHAPTER LVII

SHOES

SHOE advertising has improved most wonderfully during the last ten years. In fact the improvement in shoe advertising has been greater in some respects than that of any other class of advertising, except, of course, department store advertising as a whole, which includes shoe advertising. This improvement is due largely to the manufacturer who has taken his place in the retail world. He has hired experts to prepare his advertising. It was good advertising — resultful advertising. Other manufacturers, who sold their wares through the retailer, began to take notice, and finally began preparing advertising matter for the retailer's use. This was supplemented by suggestions and samples of good newspaper advertisements. Besides this he furnished the retailer with large quantities of good cuts for newspaper use. These helps, and the competition encountered from the manufacturing retailer, aroused the shoe retailer and started him on the road to improvement.



In the face of this improvement there is a great deal of poor shoe advertising being done; a great deal of senseless shoe advertising; a great deal of useless and wasteful shoe advertising. This costly and least resultful advertising is not being done by the merchants who realize the value of good advertising, but by those who advertise because their competitors advertise; who advertise because they wish to get the custom of the public. Added to these are many who are merely



advertising because they have been accustomed to do so, but who do not think advertising pays very well.

It is a remarkable thing that any merchant can be found who really does not believe that advertising is a good business proposition. Yet there are some who honestly believe that advertising is a useless expense. They are the ones who are doing the most of the poor shoe advertising. But not all of it. The Manss "Urfit" advertisement proves this fact. This advertisement was no doubt prepared by an advertising agency and is only one of a series. It is not likely that many readers of this advertisement ever got as far as the meat of the advertisement which is contained in the last six lines. The cut is one that will attract attention, and it is granted that when attention is gained for the cut it is also gained for the trade-mark name, which by the way is one not very easily remembered—until seen again.

The shoe advertiser has a large range of subjects upon which to write. He can talk about the style of the shoe; about its fitting qualities; about its wearing qualities, and about its general desirability. He can tell all about the leathers and linings, how the shoe is made and by whom it is made. There are any number of details that can be brought out with a little thought and study.



One of the best classes of advertising being done by the shoe merchant is that which might be called educational advertising. This class of advertising is represented in the Regal advertisement. The border represents the "buzz-saw test" which was made so much of by this firm some years ago. The Regal advertising is good advertising. This is proved beyond a doubt by the success of the business advertised.

Compare the Regal advertisement with that of the King Quality advertisement. The latter is weak and uninteresting, while the former is instructive as well as interesting. If one once starts to read the Regal advertisement it is likely that it will be read to the end, but it is questionable whether one could say the same for the advertisement of King Quality. Both advertisements are prepared by experts, so that both should be good. The King Quality advertisement is a style adopted by many manufacturers who agree to advertise their shoes for the retailer. The advertisements are prepared to suit all cases and are usually too general to be very effective.

In advertising a new line or style there is a great deal of latitude allowable in making the presentation. The advertisement of Saks & Co., Washington, D. C., shows how daintily a dainty style can be represented on paper. The cut of the pump gives one an idea of what the shoe is, while the commendatory description completes a desire to possess

a pair. The price has been shown, which makes the advertisement complete in every detail. The display is excellent.

Seasonable advertising and advertising to certain classes, or advertising shoes for certain occasions is one of the best methods of gaining direct results. Men's working





shoes are sold in sufficient quantities by some shoe merchants to warrant considerable advertising to the laboring classes. This can only be done by advertising the class of goods they wear. It is not sufficient to say, "Shoes from $1 to $7." The statement must be definite. "Men's hard wearing working shoes for $2." That is a definite statement and will start a working man thinking.

Holbrook's, Columbus, Ohio, is a type of this style of class-advertising. At certain seasons of the year there are thousands of children confirmed in every large city like



Columbus. Holbrook has taken advantage of this fact and advertises shoes suitable for confirmation. This advertisement is well displayed, but it is very loosely written. The sentences are cut off in one case and are too long and loosely constructed in another. "Shoes for style and fit" is an incomplete sentence. Look at the next sentence, "Our



assortment this season is exceptionally large in colt skins for confirmation shoes, button, lace, or blucher, light or extension soles, all sizes and widths." Here is an improvement:

> "Larger assortment than usual of colt-skin shoes, that are extremely stylish and perfect fitting. We have them in button, lace, blucher—light or extension soles—all sizes and widths."

"Prices arrange from $2 to $3.50" is surely a misprint, and a very bad one.



The advertisement of Millard's is a beauty. White space is so effectively used here that the advertisement cannot escape attention. The bunching of the type-matter in one corner makes it look inviting. It is inviting. Who can resist reading a short piece in a paper?

This advertisement is a type of the personal style of advertising. Millard does not hide behind a "we" but boldly comes out and says, "I."



Oviatt Shoe Co., advertising the Dorothy Dodd shoe, have an illustration that is very suggestive. The text is rather weak and the typographical display is poor. There are too many commonplace statements and too many display lines. Such would be the criticism of an advertisement of an unnamed shoe. In the case of a specialty shoe which has been largely advertised such an advertisement, which is intended merely to remind the reader of the Dorothy Dodd shoe, is not bad. This is what is called "general publicity," and should not be indulged in by retail merchants. They should go out after direct results. Sales at a profit now are what they should look for.

Walter's, Wilkes-Barre, Pa., use a style of advertising that is bound to bring good results. They evidently believe in doing one thing at a time. This style of advertising, made seasonable, persisted in month after month, year after year, with the use occasionally of large spaces to exploit special sales, or spring or fall openings, will surely win its reward. The same advertisement should never appear twice. Every issue should bring a new story or a new chapter of the old story.

Neil-White Co., Fresno, Cal., advertise a "special" along the same lines. The border effect made in connection with the cut is very good.

Glover's, South Norwalk, Conn., is the style of advertising that starts merchants to thinking "advertising doesn't pay." It tells nothing. It gives the prospective purchaser no idea of style, fit, comfort, wear or other points of merit. An advertisement should, like a newspaper item, give live news about the subject. Don't make the dear public guess at things. Don't make the advertisement so that they *may possibly* understand, but make it so clear that they *cannot fail* to understand. Make definite statements about specific goods and quote prices always.



Strange & Skinner, Binghamton, N. Y., show what can be done with only six inches of space. This advertisement is reduced from three inches across two columns. Half

of the space is taken up with an illustration, yet they find room to tell the public that their "low shoes are not sawed-off high shoes," that they will fit and not rub or chafe the heel. The point is well taken. The manner of advising "tans" is rather ingenious and off-hand, and the idea intended to be conveyed will perhaps be unconsciously absorbed by most of the readers of this advertisement.

CHAPTER LVIII

THINGS TO EAT

THE grocer, the baker, the butcher and the confectioner do not do as much advertising as they should, and when they do it is about as poor as any done by retail merchants. The bulk of their advertising has degenerated into a bargain list which suggests stale and unsaleable eatables. Prices should be given in all kinds of advertising, but the bargain idea should not be allowed to suggest inferior wares.

Quality should be the keynote of all advertising of all kinds of foods. It should be educational to a large extent, telling the housewife how to distinguish between the good and the inferior brands. It should be given a tasty and appetizing flavor by the use of dainty borders and fancy display and illustration. Food values should be taken up; variety should be suggested; little known goods should be advertised. Fresh arrivals of all classes of food-stuffs make interesting advertising. At all times the advertising should



be seasonable. Vegetables out of season and early fruits give materials for good seasonable advertising.

The grocer should present his wares at as timely intervals as possible. Fresh vegetables in season and canned vegetables and fruits in their season—Lenten goods in Lent and fancy groceries at their proper time. Freshness and cleanliness should always be suggested by frequent and regular changes of advertisements.

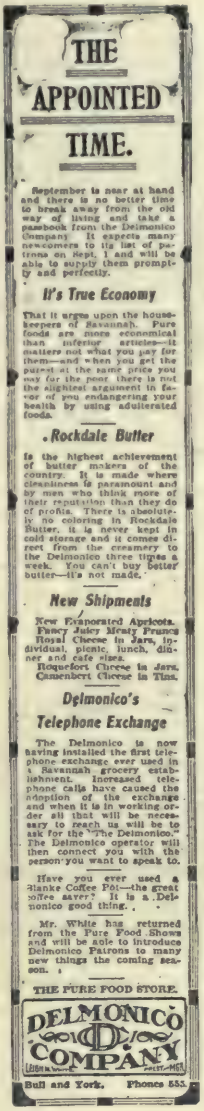
The advertising of one thing at a time should be adopted by the grocer and carried out all the year around. All of this applies equally to the baker, the butcher, and the confectioner. They have their seasons as well as the clothier or shoe dealer. Timeliness, cleanliness, freshness and seasonableness should characterize all the advertising of food-stuffs.

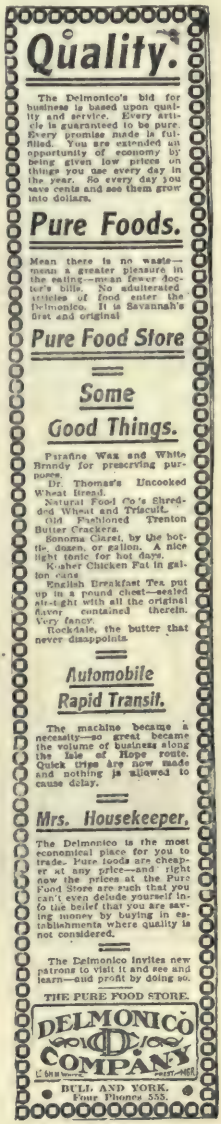
E. C. Tade, Decatur, Ill., makes a good bid for the grocery business of Decatur.

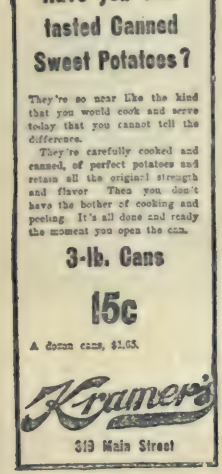
The idea of giving prominence to some seasonable line and offering special values in others is well worked together in this advertisement. "We never lower the quality; it's always the price," would make a good catch phrase for a grocer catering to the masses.

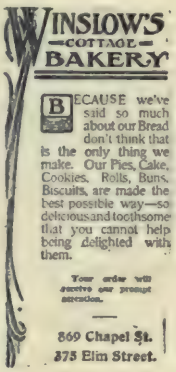
The advertisements of Rose's Cash Store, Kingston, N. Y., show to some extent the variety that there is to a grocer's stock. In these we have an advertisement of vegetables, one of jelly powders, another of honey, another of evaporated cream, and one of a general











nature urging the sending of small orders to the store to be filled. These advertisements are refreshing after one has exhausted one's self in looking over grocery advertisements that harp continually upon teas and coffees, or are mere price lists of lines that are carried by all grocers and usually at the same prices. The typography might have been improved in some cases, but taken as a whole they are excellent examples of all-type grocery advertisements.

Canned foods of all kinds offer the grocer a chance to advertise largely. This one of Kramer's, Little Rock, Ark., "Have you ever tasted canned sweet potatoes?" is a good one. New lines of canned goods are being introduced each season, and the grocer quick enough to be the first to announce these new things usually gets the bulk of the trade on that line for at least one season. Not only that, but it brings new customers to his store. This gives the customer a chance to become acquainted with the methods, style and order of the firm, and if these are better than where he has been dealing he probably transfers his whole trade to that store.

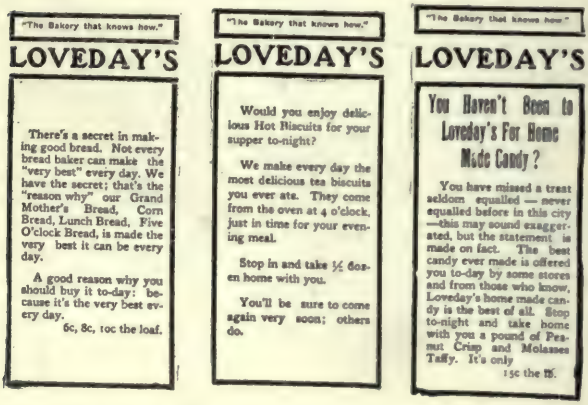
The advertisements of Delmonico Company, Savannah, Ga., are always good. They get down to the meat of things without delay or fuss. Their way of describing their store service is convincing, and if they live up to their advertisements their business will continue to grow and prosper as long as good advertising and good store service continue hand in hand.

Loveday, Gloversville, N. Y., does some very clever advertising of bread and candy. The talk is good and gives one an appetite to be satisfied. Such advertising should bring good business to Loveday.

The sort of bakery advertising that makes a fellow want to take home something to eat for tea is exemplified in the advertisement of Winslow's Cottage Bakery. This advertisement is clean-cut and well written. It leaves a good impression in the reader's mind.







It is set in good readable type, and is not too long and not too short. This kind of advertising sells things to eat.

Hildebrecht Catering Co. advertise ice cream in such a manner that the reader might wish a dish at once. The Japanese tea room idea will suggest many possibilities to the confectioner in the way of decorations for his ice cream parlors. A handsomely decorated place in which to serve ices and drinks will do just as much for a store in the way of patronage as good tasty ices and drinks. The manner in which food is served often gives the commonest article a flavor not to be found in fancy foods poorly served.

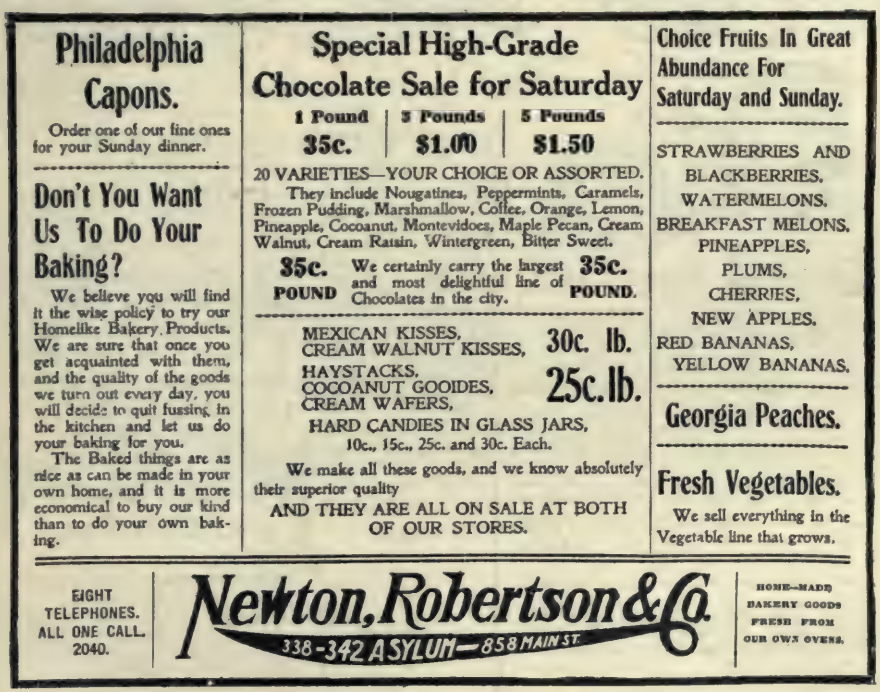
Smith's Honey Bread is advertised by means of small advertisements. The loaf of bread is inviting, and when argument after argument is given in this way must result in business. There are many good arguments that can be used in advertising bread. The one here illustrated is perhaps the least likely to interest the masses, although many will say, "If thousands of people are eating Honey Bread and are satisfied, it must be good bread."

The Newton, Robertson & Co. advertisement is a combination of advertisements. It tells much, gives prices, and although typographically poor is strong in pulling power.

Albert Seessel's Market, Memphis, Tenn., is a good card, but the space, though small, would have been better used had he advertised different kinds of meats on different days. Spring lamb one day; veal cutlets next day; lard on another day, etc., etc.







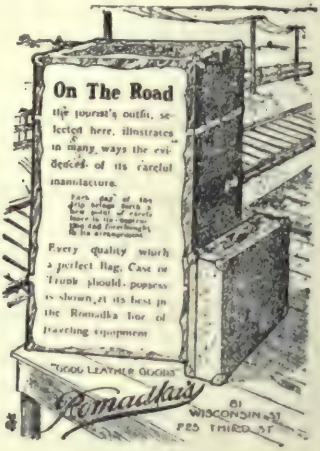
Preston Market, Hartford, Conn., and Schaub's Market, South Norwalk, Conn., both use the same advertising service. The arguments and cuts are not bad, but the idea suggested above of advertising some particular meat on different days, perhaps telling how to prepare tasty dishes, etc., would prove much more effective as business bringers.

CHAPTER LIX

TRUNKS AND BAGS

THERE is very little advertising of trunks and bags in comparison with other articles of daily use. We say daily use because there are hundreds of thousands of trunks, bags, telescopes and suit cases in use in our own country every day. It is true that they are not a daily necessity, for the average man and woman are supplied for









many years when once they have purchased a trunk or bag. But styles change in trunks and bags as in anything else, and there might be a lot more business done in these traveler's requisites if this point was more prominently emphasized.

A few years ago some of our travelers were satisfied to tie up their belongings in a handkerchief and by means of a stout stick suspend it over their shoulder and start out on their travels. People traveled light in those days, because a great deal of it was done on foot or by coach. In those days, too, the personal belongings could often be packed in a collar box, so that trunks and bags were only required by the truly rich.



Trunks and bags can be advertised from the necessity point to-day, for when people go a distance for a few days' visit they require considerable clothing. Usually there are a number of social functions given in honor of the guest, and the guest is supposed to carry his or her own wardrobe about with him or her.

The need of having the latest style of trunk or bag can be emphasized from the point of appearance and necessity. Stability and durability is another point that might be strongly emphasized. Price, too, can be used as a lever in drawing trade to any particular store.

Perhaps one reason why there is so little good trunk and bag advertising can be found



in the fact that these goods are usually handled as a side line. Shoe stores, men's furnishers, harness shops, and department stores handle them. There are very few exclusive establishments for the sale of trunks and bags, and these few are usually manufacturers who look after their retail interests in a perfunctory manner.

Romadka, Milwaukee, Wis., gives us three advertisements that are not bad. They are what might be termed semi-general in character. Each advertisement takes up its own point, but in two of them both trunks and bags are classed together. The headline, "Going South," in connection with the steamboat is likely to mislead the reader into considering it an advertisement of a steamship company. The other "On the Road" is of the same nature and likely to be misleading. Had the two words, "Trunks and

Bags," or either of them been prominently displayed the advertisements would have been more quickly recognized as being those of a trunk manufacturer. The advertisement of "Fitted Bags and Cases" is excellent. It is far better than either of the other two. The display is all that could be asked for. A few more details about qualities and prices would have improved this advertisement wonderfully.

The advertisement of A. H. Christie Co., of the same city, would be recognized at a glance as that of suit cases. This advertisement is lacking in a great many details, but as it is in the nature of an opening announcement, that may be pardoned.

John W. Graham & Co., Spokane, Wash., use the headline, "Going South," but the illustration fills out the suggestion of traveling companions. This advertisement should sell bags and suit cases. Display is good, illustration is good, introduction is good, description is good, name-plate is good, therefore the whole advertisement is good.

The advertisement of Jno. L. Cobbs & Co., Montgomery, Ala., is only a part of their advertisement. The other lines advertised were of the usual department store variety. This portion of their advertisement is shown merely as an odd piece of advertising for a department store to put out. They state, "We will make a price on any trunk in the house in order to move them." Now, does that mean that they will meet any offer made them or that they will make the price to suit the circumstances of the buyer. Will the millionaire be asked to pay more than the day laborer for his trunk? This is rather too indefinite.

Rogers, Peet & Co., talk about their $5 suit cases and tell of the ease in handling them. They do not forget to mention that they have higher priced ones. This advertisement is typical of all those placed by this firm. They are usually just as good as this one is.

The J. R. Libby Co.'s advertisement is a good one. Just read over the description of their No. 250 trunk. Here it is:

> "It is a strong box, brown canvas covered, iron bindings and bottom, two-inch cleats, Jap fasteners, one and one-half-inch steel clamps, belting leather handles, three six-inch hinges, paper lined, one deep body tray, with covered hat box."

That is a sensible description of the trunk. It gives every detail, so that the reader can see the trunk, mentally, before him. This advertisement sold trunks, lots of trunks, for the rest of the advertisement is as good as the description of No. 250.

Part Six

MAIL ORDER ADVERTISING

CHAPTER LX

MAIL ORDER ADVERTISING

MAIL order advertising is one of the three great branches of advertising, and the newest of the three. During the past few years the growth of the mail order business has been enormous. In Chicago alone, the great center of the mail order industry, it is said that the mail order business has reached the enormous annual turn-over of nearly one hundred million dollars. Most of this business is controlled by but three firms, Sears, Roebuck & Company; Montgomery, Ward & Company, and John M. Smythe Company. It is estimated that these three firms receive on an average of twenty-five thousand letters daily.

If any man can doubt the power of advertising after a careful study of the mail order business from its inception until the present day he must be a "doubting Thomas" indeed. This enormous business has been built up by advertising, by men who have made millions from an original capital of a very few dollars.

Mail order advertising is similar to retail advertising in so far as it advertises merchandise that is to be sold direct to the consumer. It resembles general advertising because it is usually national in its scope.

Every conceivable thing that is saleable is being sold by mail. The commonest articles are as readily sold by this method as the rarest.

Manufacturers sell the entire output of their plants by mail. Mail order houses sell the output of many manufacturing plants in the same way.

The mail order business, while a comparatively new business, has rapidly grown to enormous proportions. It is steadily growing and will continue to grow just as long as there are rural communities and small villages and towns to draw business from. There is a need for this method of doing business or it would not have succeeded from the first as it has. Nearly 47,000,000 people in the United States live in villages or on farms. This means that about nine millions and a half homes are practically situated in places remote from large stores. Most of these people are able to read, and it is safe to say that those who can, receive at least one mail order publication.

The mail order house has created the mail order paper. Many of these papers, that to-day have enormous circulations, were unknown a few years ago. Some few of them under the guise of family story papers antedate the big "Catalogue" houses, but always have depended, more or less, upon the small, catchy advertisements of fake schemes and "much for little" offerings of men who were working the public "on the side."

Mail order papers are in a distinct class among publications. They are usually poorly printed on poor stock. The reading matter, while not of an unclean character, is usually of a very low order. The larger half of these papers, each issue, is usually given up to hundreds of small, four to twelve line advertisements, which are models of how to say much in little space. Fortunately for the public the publishers of these mediums are putting out a better publication than formerly. During the past two years there has been a marked improvement in the character and make-up of most of those having large circulations.

Augusta, Me., is perhaps the center of the mail order publishing world. Eleven mail order papers are published in that city, each having a large circulation of its own. Other largely circulated mail order papers are published in Waterville, Me., New York City, Chicago, Ill., St. Louis, Mo., etc. The extent of the circulations of these papers can be conceived when it is stated that forty-one of these papers have an aggregate circulation of 12,300,000, while one at least claims a circulation of over one million and a half each issue.

The national weeklies and the monthly magazines are used to some extent by mail order advertisers. These are the favorites with the higher order of mail order advertisers and by the manufacturer who sells direct to the public by mail.

Those who are opposed to the mail order style of business are apt to scoff at it and say, "They are all fakes and the public is being gulled by them." This is not true. It cannot be denied that there are many fake schemes being advertised; that there are hundreds of advertisements that are inserted in the mail order papers for the purpose of "catching suckers" and the unsophisticated, old and young. Notwithstanding this, the mail order business on the whole is a clean and legitimate business, filling a want that has been felt for years.

The large catalogue houses are able to spend vast fortunes in advertising each year, and at the same time sell in many cases cheaper than the country merchant. This is due to the ignorance of the country merchant and to his unbusinesslike methods.

It is true that the mail order houses sell annually many millions of dollars' worth of articles of merchandise of unknown make, and in many cases of ancient pattern, to their customers. This is the class of goods that many consumers demand, because they are willing to pay only the lowest possible prices. Those wishing the better grades and



MAIL ORDER LITERATURE

newer styles, and being willing to pay a fair price for them, readily obtain merchandise of a high grade.

The department store has revolutionized trade in the cities and larger towns by introducing newer and better systems of merchandising. In the same manner the mail order houses will eventually revolutionize the trade in the rural districts.

The country merchant, who a few years ago could point to his wares and say, "There they are, take them or leave them," must now incorporate new methods into his business and go out after trade in a more aggressive manner.

There is little doubt that the small country merchant is being commercially injured by the larger catalogue houses. But in the same way, a few years ago, the smaller merchants in the larger cities suffered from the inroads made in their business by their new rivals in business, the department stores. But as time passed things righted themselves; there was a new adjustment of things. The small store can, and often does, handle some lines in a manner more pleasing to the public than does the department store. This led to specialization on the part of the smaller stores, and

to-day there are as many exclusive stores in the large cities as ever, all doing a comparatively satisfactory business.

The country merchant may find his remedy in specialization. It may prove to be to his advantage to throw out many lines he now carries and add others that the mail order houses fail to sell successfully. At any rate he will have to learn how to do business in the newer ways. He will have to study the markets closer and keep a more watchful eye upon style. Prudent buying, pleasant service, and careful selling will help him to win out in the long run. The mail order house will aid him by introducing new goods to his customers, by creating a demand for lines hitherto unthought of by them. These lines he will eventually have a chance to supply.

CHAPTER LXI

THE BIG CATALOGUE HOUSES

THE mail order business has no doubt been developed by the rapid increase in the population of the United States in the farm districts, and the growth of innumerable small towns and villages, the scientific method of distributing the mails and the establishment of large houses founded for the sole purpose of selling goods by mail. The mail order house is nothing more than a vast retail business having for its customers all those who cannot conveniently buy at home. Until the modern methods of transportation had been evolved and improved there could have been no real successes in the mail order line. Modern postal facilities and modern railways are a necessity before mail orders can be made profitable.

The mail order business can only be made profitable when it is possible to reach a great number of people in an inexpensive manner. The profits on sales are small, and barely cover cost of advertising, postage, stationary, printed matter and other expenses, leaving usually a very small net profit to the seller. In the minds of many people an idea exists that a few dollars can be invested in advertising and vast fortunes made in the mail order business. A careful study of the large successes will disprove this. Some of those early in the field began on small capital and eventually made fortunes, but it is a sure thing that to-day large capital is necessary to imitate their successes.

We are apt to look at the large successes in the mail order field, such as Montgomery, Ward & Co., Sears, Roebuck & Co., and say, "Look at these two houses, which started practically with nothing and have built up businesses which are the wonder of the mercantile world." The phenomenal success of these houses is undoubtedly an inducement for hundreds of men to start in the mail order business. They see and hear of the success of the houses mentioned, and do not see any reason why they cannot bring about the same result. They do not stop to think that it has taken the houses referred to, years of time, a world of energy and the expenditure of millions of dollars to bring about what they have accomplished. One of the houses mentioned is said to have appropriated $500,000 a year for two successive years in newspaper advertising alone, and it is also said that the accumulated profits of this house were for a period of years turned into advertising, laying the foundation first, then building up a business, which in its volume is not surpassed by any other house in the world.

The mail order business must be built up in much the same manner as the local retail business. First, the house must get acquainted with the people it expects to do business with. That can best be done through newspaper and magazine advertising. After correspondence has been opened up, catalogues and literature must be placed in the hands of the people. If it could be true that the one who reads an advertisement sends for a catalogue and becomes a purchaser at once, the mail order business would be the easiest thing in the world to conduct, because a newspaper advertisement costing a few dollars

would bring requests for catalogues, the catalogues would make sales, the customer would get the goods he expects and be satisfied with them, and after that there would be a continual run of orders and shipments of goods. But that is by no means the case. A man may get catalogues from different houses, and as he wants only one article of a kind, which house shall he favor? The one who follows up his inquiry the best gets the order.

With possibly only one exception every mail order firm follows up every inquiry by a series of letters, booklets, etc., until the sale is consummated or the effort to make a sale is abandoned. This follow-up part of the mail order advertising campaign is as important as the newspaper advertising and catalogues.

The following from *Printers' Ink* gives us much information about the business methods of one of the largest mail order houses in Chicago:

All sorts of romantic stories are told in Chicago about the rise of the mail order house of Sears, Roebuck & Co., which was founded in 1895 and has grown to a gross annual turn-over of more than $25,000,000. Business men who have themselves built on nothing but hard sense and hard work will tell you that luck made Sears, Roebuck & Co., and cite stories of the firm's beginnings, when the first small office was constantly shifted from place to place to avoid creditors who would have hounded the concern out of business. The populace generally will confide to you in a whisper that Messrs. Sears, Roebuck and the Co. are three Polish Jews who landed at Ellis Island and started out as pack peddlers. And, of course, there is the pleasing old story about that one last hopeless advertisement, inserted through the kindness of a publisher who was willing to wait for his money, which turned the tide of fortune and sent thousands of dollars flowing into the till. The success of Sears, Roebuck & Co. has been rapid and striking, so, ergo! it must have been accomplished by means more or less supernatural. Thus the public reasons.



A MAILING CARD, OR FOLDER

Samples of cloths and prices of suits were shown on the reverse side.

R. W. Sears, the founder of this house, is a broad-shouldered, somewhat retiring man of forty, born in Minnesota, altogether an American, and with about as much of the supernatural in his personality as one might associate with, say, Uncle George Daniels. Mr. Sears, too, is a railroader. At twenty he went into a railroad office in Minneapolis, staying five years. The genius for trading, so strong in every Westerner, led him into various side lines, and about fifteen years ago he began selling watches and jewelry by mail, advertising in country weeklies in his own immediate territory and the few mail order journals then in existence. This business prospered until the panic of 1893. Then money tightened, and watches, jewelry and every other article of luxury became exceedingly slow in the market. Only necessities were in demand, so Mr. Sears began offering a small line of general merchandise at prices to suit the times. After a year's good business he moved from Minneapolis to Chicago, with the idea of establishing a greater trade in the real distributing center of the West. In the nine years since then the annual turn-over of the house has grown from $500,000 to its present proportions.



HYPNOTISM

The power by which a person may compel others to do his or her bidding, to think as he or she wills him to think. It includes the yielding of one person's mentality to that of another. When used in the proper way, great good may be accomplished. The sick may be cured, harmonious thoughts may be established, and correct living entered upon. Any one possessing the hypnotic power—and every one may acquire it—can at all times and under all circumstances exert a wonderful influence over his associates, and in matters of business and personal advancement desired ends may be readily attained. *THE PARAGON MONTHLY treats this subject fully in a popular way.*

"A DREAM IS FROM GOD"

is one of the earliest mandates and the truest of sentences. Strange, stuttering, imperfect, but real and direct messengers from the Infinite are our dreams. Like worn-out couriers, dying with their news at the threshold of the door, dreams seem sometimes unable to utter their tidings; or is it rather that we do not yet understand their language, and must often thus lay messages aside which contain, at once our duty and our destiny? No theory of dreams as yet seems entirely satisfactory, but most imperfect are those theories which deny in them any preternatural and prophetic element.

Become a subscriber to THE PARAGON MONTHLY, and the seers and sayers who are contributors to our magazine will fully explain, absolutely free of charge, the meaning of your dreams and visions. Address the Dream Department of THE PARAGON MONTHLY, 24 N. William Street, New York. The information we can give you in this one particular is alone worth many times the regular subscription price, which is only $1.00 a year, but we are making this most astonishing offer to give you the magazine for entire year, and, in addition, a book of twelve stories, postage paid, for only 12 cents, but you must send the 12 cents at once, as this proposition holds good only for a short time.

MAGNETISM

"What is more delightful than personal magnetism? It is the charm of good fellowship as of good writing," wrote A. Bronson Alcott, in "Concord Days." To the man or woman highly gifted by nature with this wonderful attribute, the world holds in store advancement—SUCCESS. Yet all may cultivate it and become in greater or lesser degree human beings strong in the possession of a power that attracts and influences other lives. It is a priceless possession. The pleasures of life, social joys, financial success and business prosperity, all fall into the lap of the person with that "good gift," if he knows how to use it. *THE PARAGON MONTHLY treats this subject fully in a popular way.*

THE LESSON OF KINGS—A love story with a French setting. The principal persons are two Americans and a French baron. The girl in a portrait gallery, a chained, dreaming old royal counsel, and awaked, content to be the queen of one true American heart.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

THE LAND OF SLUMBERING PASSION—An inventive genius, unexpended in his flying our directly over the North Pole, discovers, not to his surprise, a mountain of snow and ice but a tropical valley in which he finds a beautiful woman who awakens his love.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

SHINAR'S TOWER—A decidedly blood-curdling ghost story, introduced midway between a lonely traveler's gruesome experience and his present situation. The story combines good word-painting and an excellent climax. A country-woman as herb-doctor adds color.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

A VISIT TO MY OWN GRAVE—The old question of what I was before, and what I shall be after this present existence, is graphically treated, but the query so often propounded is again left unsolved, though the suggestion offered, while not new, is interesting.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

A BUNCH OF GRASS—"The slip 'twixt the cup and the lip," in the slip on a bunch of grass that destroyed a man's hanging. A fairy story, a little girl, an intelligent horse, a love romance and a rescue are all skilfully interwoven, and with the charm of naturalness.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

WHY LANDSOR LEFT EGYPT—A capital story of an American officer and his escapades. His scrapes are all "big game," and include a dangerously near approach to the Khedive, a flirtation with a harem car beauty, and even ending with the guarded portals.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

WE offer to give you, for 12 cents, our magazine for 12 months, and a book containing 12 prize stories. Now, let it be understood that while we give you a tremendous bargain, at the same time we are not making this proposition merely through generosity. One admirer says:—"Never did I imagine that such grand and sublime truths could be placed before the public in such an easily intelligible manner as you place them in your excellent magazine." Not every reader *expresses* such appreciation, but surely nine-tenths of them are equally *conscious* of its value; for we have found by past experience that nine out of every ten persons who read our magazine even for a short period, remain permanent subscribers, or in other words, "once a subscriber, always a subscriber." From this point of view, it will be a good investment for us to make such an unprecedented offer, for we know that after becoming acquainted with our magazine, you won't want to get along without it, any more than you want to get along without sunshine. Take advantage, therefore, of this extraordinary proposition. Send 12 cents to-day to The Paragon Monthly, 24 N. William Street, New York.

WOMEN WANT HUSBANDS—MEN WANT WIVES. THE PARAGON MONTHLY publishes regularly the lost and announcements of THE GENTLEWOMAN MATRIMONIAL CLUB. This list will reach subscribers twelve times a year.

THE MIDNIGHT DEATH—A most unprofessional but thrilling story of the evil deeds a physician—a newcomer in a little town—performed in order to cast discredit upon established practitioners and increase his own practice. A weird tale of horror and death.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

THE ENDS OF A CABLE—A disgruntled telegraph operator creates havoc with his instruments, and so delays the sending of an State Inland-governor's message calling for troops because revolt had been threatened if he raised the quarantine for family favoritism.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

A HEDGEROW ROSE—A country girl and a country youth. Love touches the lad. The girl loves another who wrongs her. Death follows, and the country lad reaches the sublime heights that only a woman's heart has hitherto been thought capable of attaining.
One of 12 thrilling stories. We give book containing them with your subscription to THE PARAGON MONTHLY for 12c.

SOME CRIMES AND A THIEF—A strongly written story of carefully conducted robberies; the life-history of a young and cultured girl briefly sketched, who through love for her father became his accomplice. Of course, a good man's life was saddened.
One of 12 thrilling stories. We give book containing them, with your subscription to THE PARAGON MONTHLY for 12c.

A DESERT ENCHANTMENT—A "dream woman" comes to an explorer of buried cities. He enters a cave, finds a slipper and broken ring. He meets and loves. The woman of the vision comes between. The lovers are in peril, but the dream woman vanishes!
One of 12 thrilling stories. We give book containing them, with your subscription to THE PARAGON MONTHLY for 12c.

THE CONJURER'S MAGIC OIL—A burglar story, but on new lines. A burglar believes that "magic oil" makes him invisible. It is not until he has been caught and served his term that he learns the true cause of having once escaped detection.
One of 12 thrilling stories. We give book containing them with your subscriptions to THE PARAGON MONTHLY for 12c.

ASTROLOGY

This science of the ancients, which for centuries was allowed to lie undiscovered, neglected, and have investigated, and have found that the sages of old did not attach undue importance thereto. The secret of astrology is able to tell, if he knows the date of one's birth, what the future holds in store. He scientifically interprets this from a study of the stars. The temperament of every person is determined by the planet under which he or she is born; while destiny is established by the conjunction of planets. No more exalted source of influence and information can be imagined, none more unvarying, and none more mystical. *THE PARAGON MONTHLY treats this subject fully in a popular way.*

TELEPATHY

This marvellous power is one that may become of almost untold service to humanity. It stands in the same relation to the telegraph and the telephone as do our thoughts to written or spoken words. The one is instantaneous, and independent of extraneous help; the other must have mediums through which to establish communication. The one is silent, formless, voiceless, of the spirit; the other is material, and dependent upon substance, so to speak. What a marvellous gift this is, when persons thousands of miles away can communicate with each other, exchanging messages of joy, tidings of well-being, or when crossing the boundary line into another world, can transmit a message of love and a tender farewell! *THE PARAGON MONTHLY treats this subject fully in a popular way.*

OCCULTISM

Adding to the deep mystery of life is the possession of the so-called occult powers and gifts, which are so highly developed in some sensitive natures—powers that it is impossible to strictly define or even to explain beyond the all-comprehensive fact that they are "God given." It is to the most highly sensitive natures, developed in accord with the most spiritual essence of being, that these good gifts come most freely and fully. Did "we mortals know" the advantages their possession gives, very sedulously would we seek them. With these gifts comes the intuitive knowledge of how they are best applied. Each human being should strive for their attainment. *THE PARAGON MONTHLY treats this subject fully in a popular way.*

CLAIRVOYANCE

Or clear seeing, a gift that in ancient times was principally confined to prophets and seers, as mentioned in the Bible. This power is naturally possessed only by those whose spiritual development is not fully fine. In other words, the soul of the person must become in perfect rapport with the celestial workers, who, when this condition has been attained, can, to such people, present pictures or visions of coming events or past occurrences. The benefits and advantages of such a gift are beyond description, and place the happy possessor in a realm of wondrous joy, above the anxiety and pettiness of mere material existence, while his usefulness to others is well-nigh incalculable. *THE PARAGON MONTHLY treats this subject fully in a popular way.*

Designed and arranged by the Richardson Press, New York

AN ADVERTISEMENT OF A MAIL ORDER MAGAZINE

"It is hard to persuade people that there is no secret about this business," he says, "yet there is nothing whatever mysterious about a mail order house. We give people what they want at the lowest market price, and let them know that unsatisfactory goods will be taken back. That's all there is to it. I know that the success of mail order trading is generally attributed to advertising. Our present annual expenditure for advertising and printing is $1,000,000, yet this department of the business, being only a four per cent. expenditure on the whole, is just one detail of the plan, and no more important in its place than an efficient shipping department. To regard advertising as something apart from the business would be to put it on a wholly wrong basis, and dangerous. A list of the publications we use would tell very little, for we use pretty nearly everything, good and bad, on the assumption that all publicity helps in the aggregate. The most important thing in advertising is to have something good to sell, and to hold on. You can fool part of the people part of the time, and so forth, but you can't buy enough advertising to fool all of them all the time, and even if it were possible to fool them all permanently you would have to devise a less costly way to do it than advertising. Strong advertising will never bolster up a weak proposition. You can't get mediums strong enough to pull it to even a fair success. On the other hand, with a proposition that is intrinsically sound and popular, you don't have to have very strong advertising mediums.

"Our ads usually contain just as much reading matter as we can crowd into the space. I don't know that this is important. But to give value—to make good—that *is* important. What you say in your advertising matters little if you do what you say. The mail order trade rests not so much on advertising as upon catalogues. The advertising sells once, but the catalogues establish a permanent trade. They are the mainstay and backbone of the business. By far the greatest portion of our expenditure goes for printing. We will soon have the largest commercial printing plant in the world, and for several years our own printing office has employed between fifty and a hundred compositors. Our big general catalogue circulates to the extent of 3,500,000 copies annually, and is supplemented with eighty-five other catalogues, each devoted to a special department.

"Ten years ago the country weekly was necessary to the mail order trade, but to-day we use it hardly at all. We employ the agricultural journals largely, and also the religious press, but the mail order journals have done us by far the most good. They tell our story quickly and thoroughly to vast numbers of people, and in the past particularly have produced results little short of the marvelous. Ten years ago advertising was distrusted, and the business of sending money away for buying at a distance was surrounded by a great deal of mystery and risk. Advertising, coupled with every means of convincing people that our intentions were good, has entirely changed these conditions. Mail-order advertising has gone from the country newspaper to the very best classes of mediums. While daily papers are not of service in our advertising, we now use high-grade magazines, such as the *Saturday Evening Post*, *Collier's* and other weeklies of great circulation, as well as the monthly magazines. Where country trade was formerly sought we now sell also to people in towns and cities, and our catalogues are sent anywhere outside of Chicago and Cook County, except to foreign countries, which we do not find it profitable to trade with. The extension of the mail order field has made it possible to employ high-grade magazines with less waste circulation than formerly. The extension of our field is due largely to low prices. In some departments of our business the percentage of profits is very small—a gross profit of less than ten per cent, which includes none of the expense of advertising or handling. But the turn-over in one of these departments aggregates $2,000,000 a year, and it is possible to advertise it liberally at a cost insignificant in comparison with the business done.

"I am neither a born advertiser nor have I any particular genius at merchandising. The growth of this house is based on Mr. Carnegie's principle of success—getting good men around me. I have always endeavored to employ the best men I could get in each special line."

Sears, Roebuck & Co. is now a stock company. Mr. Roebuck was an early employee of Mr. Sears, and his name was used in the first years because it gave greater dignity

to the business. Incorporated under the Illinois laws, the company has a capital of $2,000,000, occupies a dozen buildings in Chicago with 800,000 square feet of floor space, has fifty-three separate departments, and employs 3,500 people. While now conducted through many separate departments, each in charge of a responsible chief, the business as a whole is the result of Mr. Sears' ability in organizing, and is still altogether a reflection of his creative genius.

CHAPTER LXII

A RETAILER'S MAIL ORDER DEPARTMENT

THERE is no reason why the small retailer who advertises should not do some business by mail, selling in that way goods that would otherwise be sold by his competitor in the nearest big city or the regular mail order houses at a distance. It doesn't cost any more to say in each advertisement, "Mail orders filled promptly," and, when the advertisement contains a good many items that can be easily and inexpensively shipped to near-by points it will nearly always pay to devote a few lines to an explanation of the ease and advantages of buying from a house that is not too far away to make prompt delivery and to exchange or refund without the provoking delays that often occur when buying by mail from far-away stores. It isn't necessary to have a big fat catalogue, but it's a good idea to inclose with each shipment a brief circular covering the store's policy as to exchanges, refunds, etc., and other circulars describing attractive goods for which mail orders are wanted. At frequent intervals circulars or letters should be sent to those with whom you have done business by mail as well as to those with whom you want to do a mail business, urging the advantages of trading by mail—the economy and convenience of it—and making a few special offers to get in touch with new customers and renew business relations with old ones from whom you have not heard for some time. There is a particularly good opportunity to do business along these lines just before Christmas, when an attractively prepared list of alluring gift goods will bring you immediate business that can be handled at very slight expense, and, incidentally, introduce you to a great many people who will trade with you the year 'round. The best list of names you will ever get will be the one you compile as you go along from those who write in response to your advertisements; but that will be a slow process, and it will be better to buy lists of taxpayers or voting lists from the town clerks of those towns from which you would like to get mail orders. It isn't necessary to cover a whole county at once; you can take up a town or two at a time, those most readily accessible, and the results of this campaign of



A GENERAL ANNOUNCEMENT

concentration will determine whether it will pay to spread out. Make somebody responsible for the filling of every mail order. Insist upon the prompt acknowledgment and shipment of each one, or immediate notification if the goods are "out," stating when they are expected and asking whether you shall substitute other goods or refund the money. But don't often be out of things if you want your mail orders to amount to anything worth while, and don't ever ask the privilege of substituting without offering at the same time to refund the money.

Merchants located in small towns have developed trade with mail order customers in the face of the strongest kind of competition. They have proved conclusively that it is not necessary to be located in a great mercantile center in order to sell goods from catalogues. A firm in a little Texas town of 1,500 population have in the short space of two years developed a very profitable mail order business. What this firm has done almost any firm can do if the circumstances are at all favorable.

This little 1,500 town is situated in a rich agricultural and stock-raising district in the central part of the state. The nearest city, with a population of about 30,000 is only twenty miles away. There is only one railroad entering this town, but there are eleven rural free delivery routes which cover the surrounding country thoroughly. This latter fact is worth noting as it is a great aid to mail trading. Their first catalogue was six by eight inches in size and contained but thirty-two pages. It contained a long list of articles in dry goods, notions, clothing for men, women and children, shoes, millinery, etc., each article accurately described and priced. Some of the articles were illustrated with cuts furnished by the manufacturers. About 1,500 copies of this catalogue were mailed, and the returns were immediate and continued.

Since that time a catalogue has been issued regularly twice a year, in the spring and fall. There is nothing fancy or cute about these catalogues, they are merely plainly and neatly printed business getters.

This firm uses circulars in addition to the semi-annual catalogue, and find they bring good results. Samples of dress goods, laces, embroideries, ribbons, etc., are liberally distributed and bring gratifying returns.

The advertising booklets furnished by wholesalers and manufacturers are freely used and are a source of much business.

There are also about 1,000 telephones in the district through which this firm's business extends, and these are of the greatest service in advertising special sales as well as soliciting and receiving special orders.

This is only one example from the many that might be cited. No retail house, however, could expect a mail order business to develop to any extent without special advertising and a carefully conducted department. The methods of the larger houses doing business by mail might be copied in this. The advertisements should be modified so that they would not smack too much of the "cheap" order. The country weeklies of the surrounding towns should be used as well as circular letters.

In the first instance a catalogue of some kind should be compiled. It need not be large, but it should list a large number of things. The offerings should be attractively priced, but it is not necessary that everything should be lower priced than they are at most stores. A few leaders at cost or nearly cost should be used to make the offerings appear more attractive.

Arrangements should be made for sending samples of such goods as can be sampled. C. O. D. approval orders should be solicited on the more expensive lines. All goods should be sold subject to exchange or refund. In fact the mail trading should be made as attractive and easy as any trading can be and as it is in the home stores.

Mr. R. W. Sears, of the firm of Sears, Roebuck & Co., in a recent interview, stated that his success was based upon the belief that customers should be given the best values obtainable. His words as quoted are:

"We owe our great success to the fact that we have always sacrificed profit as much as possible to get and hold the customer's business. In fact, we have been satisfied with a very small margin of profit—extremely small. We give them (the public) the utmost value for their money."

Requests for Samples should be made on separate sheet from Order.

ORDER BLANK

Pin samples securely to this sheet.

In case we are out of the goods you desire, may we substitute for it any article of equal or better value. . . . . .
Yes or No.

SPECIAL INSTRUCTIONS.

WRITE ORDER IN SPACE BELOW.

Kindly state second and third choice, if possible, to insure prompt delivery of goods in case first choice is sold out.

Quantity.	Description.—Do not fail to mention size, color, etc.	Price.

If goods are to go by mail, please be sure to allow sufficient for postage at the rate of . . . . . cent per ounce.

SECOND PAGE OF FOLDER

In Every Detail New Hampshire's Best Retail Establishment.

MAIL ORDER DEPARTMENT.

H. S. NORWELL CO., Nashua, N. H.

H. S. NORWELL CO.,
Nashua, N. H. ——————190

Gentlemen:

Enclosed find —— *for* $——
Check, Stamps, Money Order, etc.

for which please fill the accompanying order, and send by —— *to*
Mail? Express?

Name ——
Write name plainly, prefixing Mr., Mrs., Miss.

Town ——

Street and No. ——

State —— *County* ——

Indefinite requests for samples cannot be satisfactorily complied with.

SUGGESTIONS FOR ORDERING.

We enclose you herewith samples requested. If, for any reason, they are not satisfactory, please return them with a letter explaining why, and we will cheerfully send others.

We suggest that you send your order as soon as possible, as the particular kind of goods desired may be sold out should too long a time be allowed to elapse.

Remittances should be made by post office or express money orders, cash or stamps in registered letter or draft.

All orders will be sent by express, unless otherwise requested, as we consider this the safest method of transportation.

We will prepay express charges on all orders amounting to $5.00 or over, accompanied by a remittance in full.

Accounts, payable the first of each month, will be opened on receipt of satisfactory references.

Trusting to be favored with your valued order, which we assure you will be treated with accuracy and dispatch.

Very respectfully,
H. S. NORWELL COMPANY.

FRONT PAGE OF FOLDER

NEW ADDRESSES.

We have placed your name on our mail order list, and will consider it a special favor if you will write in the space below the names and addresses of a few of your friends who you think would also like to have their names placed on our list.

H. S. NORWELL COMPANY,
Nashua, New Hampshire.

THIRD PAGE OF FOLDER

It must be remembered that one sale will not make a mail order success. Repeated orders from the same customer are necessary for that. It should be the aim of every firm to satisfy customers.

When the catalogue is ready it should be sent out to the best list of names obtainable. One excellent method for obtaining new names would be to use small advertisements in all the weekly papers circulating in the territory to be covered by the firm in its operations, offering to send the catalogue free of charge. This will bring in a number of responses and a good list of names that should be carefully followed up. Samples may be offered in the same way to secure new names which should, of course, be faithfully followed up. Another method of obtaining lists of names is to use low priced leaders in these advertisements in a similar manner to that followed by the large mail order houses. These offerings should, apparently, be pushed for all they are worth, but in the end the advertisement should advise the public to send for the catalogue first. The catalogue should list these leaders in their proper sections, so that if the inquirer is still disposed to order that particular article he will be able to do so from the catalogue.

With the catalogue should be sent an acknowledgment of the inquiry and an order sheet. If the inquirer has stated any particular wants a personal letter telling about the special values should go also. This letter should point out the page or pages in the catalogue upon which these goods are listed.

The success of H. S. Norwell Co., Nashua, N. H., in the mail order line might be cited as an example, the result of untiring energy and good business ability. This firm worked up a good mail trade in a little over two years' time in the face of seemingly insurmountable obstacles. Nashua is a city of 25,000 inhabitants and is only forty miles from Boston, Mass. Within a radius of fifteen miles are Lowell, Mass., with 100,000 inhabitants; Lawrence, Mass., with 65,000 inhabitants; and Manchester, N. H., with 60,000 inhabitants. All of these cities have large stores giving excellent store service. Besides this there are always cheap excursions on the railroads leading into these cities which carry literally thousands upon thousands of ruralites and suburbanites to these larger centers to do their trading. Yet in the face of these facts the H. S. Norwell Co. has built up a profitable mail trade.

The mail order department of this store was started with less than fifty names as a nucleus for circularizing. Now they send out weekly about 1,500 or 1,800 letters, trade bulletins or similar matter, with samples of goods from various departments.

Personal letters are used, form letters being used only when necessary. These personal letters whenever it is possible are signed by some salesperson who has an acquaintance with the person addressed. This gives the letter a personal quality, which has a great deal of weight with the trade.

This firm uses a folder, which is invariably sent as an enclosure in all mail sent out. To it they attribute a great deal of their success. This is folded once making four pages and is about the size of a sheet of notepaper. The first page of this folder, which is illustrated in this chapter, contains instructions for ordering and blank for name and address, shipping instructions, amount of money enclosed, etc. The second page contains the order blank, the third is used for new addresses and the last page contains a list of the various departments of the store.

This firm depends very largely upon their letters and bulletins for producing resultful mail orders. Small catalogues are used only upon special occasions. We reproduce below some of these letters as examples of literature that have brought business. By consulting the dates it will be seen that they cover all seasons of the year:

NASHUA, N. H., May, 19—.

DEAR MADAM:

We take pleasure in sending samples of what we consider the best wash fabrics in America for the price. We put on sale Wednesday morning, May 25th, 10,000 yards of high class Madras Ginghams. All of them thirty-two inches wide in fifty different patterns and color combinations; this season's selections. The backward season is the only reason why the sale is made, and also why the price, always 25c. per yard, now is marked down to 15c. a yard.

Our Mail Order Department is at your service; it is your department, organized for the purpose of bringing people who cannot be at the store every day, in close touch with what we are doing.

Write for samples to-day. All communications answered by return mail.

Yours very truly,
H. S. NORWELL CO.

NASHUA, N. H., June, 19—.

DEAR MADAM:

There's much that appeals to the unwary buyer on the score of price that does not come up to expectations in other ways, and low-priced goods that do not give satisfaction are poor economy. It's just this that has put this store "in a class by itself"; in a class that makes it profitable for you to come and see the real purchasing power your money has. Or, send to the Mail Order Department, for samples; we're only too glad to send them. We pay as much attention to our mail orders as we do our every-day trade. To-day we enclose samples of thirty-inch Printed Lawns. The goods were never retailed for less than 12½c., and upward to 15c. These are from the million and a half dollar auction sale of Sweetser, Pembrooke & Co., New York. The price is 8c. per yard.

We trust you will find something that may interest you in this selection.

Address all orders to H. S. Norwell Co.

Yours very truly,
H. S. NORWELL CO.

NASHUA, N. H., June, 19—.

DEAR MADAM:

Shopping by mail is very easy at this store. Our mail order clerks take as much pains in matching fabrics or shades of color as if they were shopping for themselves. We receive many compliments on our prompt, painstaking and thoroughly satisfactory mail order service.

A world of beauty is represented in our stock of these summer fabrics. The collection of artistic productions is far above any display we have heretofore made, both in high grade textiles, and the inexpensive materials, and this is the most favorable time of the season for you to expect extraordinary values from the store. If you cannot visit the store in person, send for samples of anything in the dry goods line and be convinced of the truth. Everything purchased at the store during this month of June will tell of unexampled saving on desirable and trustworthy goods.

On the enclosed postal card would you be kind enough to send us the names of a few of your friends whom you think might be interested in our mail order service, that they may receive samples of various underpriced goods as often as we have them for sale.

Thanking you in advance for the favor, we remain, Yours very truly,

H. S. Norwell Co.

Nashua, N. H., June, 19—.

Dear Madam:

We beg to announce on Saturday next, June 11th, our biggest and most ambitious trade movement in the history of this store. Hundreds and hundreds of splendid merchandise values arrived this week from the million and a half dollar auction sale of Messrs. Sweetser, Pembrooke & Co., New York. We are very large buyers. We were given every concession possible. The lines consist of the very newest, best and seasonable lines, viz., white goods, wash goods, black and colored dress goods, black and colored silks, hosiery and underwear, ribbons, table linens, towels and bedding; in fact, everything pertaining to first class dry goods. You never heard of such bargains in your life, and it will pay you well to visit Norwell's Saturday, or any day the following week. Attend this great bankrupt stock sale. This season's merchandise at one-third to one-half less than the regular selling price.

If it is impossible for you to call in person, write to us for samples. Competent salespeople will attend to your shopping. If dissatisfied in any way with your purchase, return the goods at once to us, and your money will be cheerfully refunded. Yours very truly.

H. S. Norwell Co.

Nashua, N. H., July, 19—.

Dear Madam:

Your name has been placed on our mail order list by a personal friend of yours, one who has been deeply interested in our Mail Order Department, and who has already derived benefit from same. In many cases it is impossible for people living away from the city to be on hand at each and every sale. Therefore, we have adopted this plan: a Mail Order Department Service where competent salespeople will attend to your shopping. If you are in any way dissatisfied with the goods sent you, return them at once and your money will be cheerfully refunded. We send samples; we send goods on memo., subject to your approval.

The increased demand for mercerized Jacquards in all the newest designs for shirt waists and shirt waist suits confirms our claim that these goods rival any twenty-five cent goods upon the market this season. The finish and luster improves with washing, making it the most meritorious and satisfactory goods ever made to retail at the price. If you are not already familiar with these goods, inspect these samples closely; wash them; give them a severe test, and if they prove satisfactory to you, as we know they will, mail your order and we will have it filled at once. Remember the supply is limited, only enough in this lot for about ten days' selling.

Hoping to receive a reply, we remain, Yours very truly,

H. S. Norwell Co.

Nashua, N. H., July, 19—.

NORWELL'S JULY BULLETIN

SUMMER NEEDS AT FRACTIONAL PRICES

The opportunity which this month brings for an increased business in these goods is the reason for these unusual offerings. Buying greater quantities we can buy at lower figures, and selling greater quantities we can sell at a smaller margin of profit, so you get the benefit of two price concessions—the wholesalers' and ours.

All housewives should be interested. If you do not find something in the list below that fills a present want, many of the things mentioned will be profitable to buy at these prices against future needs—take our word for it.

30 in. Dress Muslins	worth 12½c	for 9c.
24 in. Foulard Silks	worth 75c	for 59c.
30 in. Barnaby Ginghams	worth 25c	for 11¾c.
18 in. Silk Floss Pillows	worth 30c	for 19c.
20 in. Silk Floss Pillows	worth 40c	for 29c.
22 in. Silk Floss Pillows	worth 50c	for 39c.
22 in. Silk Floss Pillows	worth 60c	for 45c.

Palmer's Arawana Hammocks from 75c to $8. We guarantee a positive saving of 10 per cent. on every hammock. Muslin curtains, ten styles at 98c. a pair, worth $1.25; Bobbinet curtains, five styles at $1.19 a pair, worth $1.50. Ladies' 50c neckwear for 33c. Silks, mohair and cotton shirt waist suits at a positive saving of one-half. White shirt waists in all the new styles and practical kinds at one-half price.

Write to the Mail Order Department at once for anything you need This department is shopping for hundreds. Why not let it shop for you? You run no risk. Goods sent on approval subject to examination. If not what you want return at once. We send samples of anything you may desire.

Yours very truly,
H. S. Norwell Co.

Our bargains, like time, wait for no one. Don't delay. Order to-day.

Nashua, N. H., November, 19—.

Dear Madam:

You have doubtless traded by mail before now, and possibly were not satisfied. It may be that you gave trading by mail one trial, and getting poor service decided to let it alone in the future. Would it be asking too much of you to investigate our claims in reference to our mail order department? It has lately been reorganized, systematized, and put in a condition by which absolute satisfaction is guaranteed to its patrons.

In a word, just as much attention is given to every little detail of the filling of your order by mail as is given to the management of the entire store. If anything, your order by mail will receive greater attention than if you were here in person, as it is our ambition to make this one department second to none in the State.

With this brief introduction, we urge you to write us for whatever you may need; write to us for information; write to us for samples. Whenever this department can be of service to you, no matter what it might be, write to us. We are at your service any business day of the year. We are earnest in our desire to assist you. Will you write us to-day? Make this the test, and by its result, decide whether or not this big store may in the future count on you as its patron and friend. We promise to do our part.

Respectfully yours,
H. S. Norwell Co.

Nashua, N. H., January, 19—.

Dear Madam:

We beg to announce Saturday, January 14th, as the opening day of our Annual Silk Sale. For days and weeks we have been striving hard to make this event a distinct and masterful triumph over every past record. A sale of this kind furnishes a yearly opportunity for everyone to buy first quality silks away under the regular price, and incidentally furnishes us with an opportunity to do a good sized volume of business on a very small margin of profit. Hundreds upon hundreds of dollars worth of splendid silks have arrived for this sale. The lines consist of the very newest, best and seasonable kinds, such as the entire line of Windham Silks in black and colors, Cheney's nineteen- and twenty-four-inch Printed Pongees, twenty-four-inch Satin Foulards, nineteen- and twenty-two-inch Fancy Silks, twenty-four-inch Liberty Brilliants, twenty-four-inch Crepe de Chine, in fact everything that is desirable for petticoats, shirt waists, shirt waist suits and gowns. A particularly fine range of popular weaves and colors will be represented.

You never heard of such bargains in your life, and it will pay you to visit Norwell's Saturday, January 14th. If it is impossible for you to call in person, write to us for samples at once, filling out the enclosed sample circular. If not interested personally, will you be kind enough to hand this letter to some neighbor.

Thanking you in advance for your kind favors, we remain, Yours very truly,
H. S. Norwell Co.

Nashua, N. H., February, 19—.

NORWELL'S FEBRUARY TRADE BULLETIN

Twenty thousand dollars worth of spring and summer merchandise at half and less than half price, for our Semi-annual Sale of Manufacturers' Stocks and Mill Ends. Extremely heavy reductions made in the price of every piece of goods throughout this entire stock. Never in any previous event have the advantages which we have to offer at this big sale been equalled. The lowest price point in every instance has been reduced, and the prices are associated with only absolutely reliable grades and kinds, the kind of goods you will want right now.

Thousands of yards of Spring and Summer Ginghams, Muslins, White Goods, Silks, Dress Goods, Cotton Cloths, Outing Flannels, Embroideries, Laces, Ribbons, Linens, Crashes, Towels, etc., Blankets, Comforters, Sheets and Pillow Cases, Bed Spreads, Wrappers, Kimonas, Muslin Underwear, Knit Underwear and Hosiery, Corsets, Shirt Waists, Coats and Suits, Boots, Shoes and Rubbers at manufacturers' prices. A manufacturer's entire line of curtains, including the fine and medium priced Muslin, Bobbinet, Nottingham, Motif, Battenburg, Irish Point and Renaissance, in white, cream and Arabian at exactly one-half price.

H. B. Sykes & Co.

H. B. Sykes & Co.

H. B. Sykes & Co.

H. B. Sykes & Co.

H. B. Sykes & Co.

BOOKS

Popular Copyright Books by the following Authors

"The Call of the Wild" —Jack London
"The Sky Pilot" —Ralph Connor
"The Flight of Way" —Alice Perkins
"Wings of the Morning" —Louis Tracy
"The Gentleman From Indiana" —Booth Tarkington
"Graustark" —Geo. Barr McCutcheon
"Quincy Adam Sawyer" —Chas. F. Folger
"Gordon Keith" —Thos. Nelson Page
"Ballou" —S. R. Crockett

All the above books and many others at..... **48c**

Big file has just received by the following authors: Mary J. Holmes, H. Conrad, Mrs. Southworth and 3 others. Also Nick Carter, Old Sleuth, Bertha M. Clay and other good authors. Your choice..... **25c**

MAIL ORDERS

The Mail Order Department of this store is so completely organized that you can do your shopping in that way without difficulty and with the utmost satisfaction. Prompt and careful attention is given to every order, whether large or small. Write for samples—they will be cheerfully sent. If you cannot conveniently visit the store, order by mail. We are wanting to hear from you.

OUR GREAT FALL STOCKS ARE READY

Here is a critical selection from world wide sources. The skill and great taste of the buyers for the Sykes' store is embodied in its accumulation of the best that can be procured in the world. Attention is especially called to the exclusive things—things found here and no where else.

DISTINCTIVENESS is one of the features of the merchandise that is discriminatingly chosen. The most extensive selections that are possible any where in this vicinity are here and the extremely low prices for the most desirable qualities strongly emphasize that these special lines of merchandise are to your advantage to buy.

BELTS

Have you seen the new Self-Satisfaction Belts? They are —a— the belt for our patent leather, but and silk belts found here. We have them at **25c, 50c, 75c to $3.**

BAGS

Purse Leather Tourist pocket book Bag, black strap leather and metal purse..... **50c**
Real Grain 8 inch Bag with two outside pockets and nickel frame. A beauty for..... **$1.00**

A New Department

We call your attention to the most complete and elegant line of goods ever shown in this locality. This department consists of a complete line of the famous

Colonial Perfumes and Toilet Articles

Everything required on the toilet tables of mothers, men and women. Don't pass this department.

Here is a critical selection from world wide sources. The skill and great taste of the buyers for the Sykes' store is embodied in its accumulation of the best that can be procured in the world. Attention is especially called to the exclusive things—things found here and no where else.

DISTINCTIVENESS is one of the features of the merchandise that is discriminatingly chosen. The most extensive selections that are possible any where in this vicinity are here and the extremely low prices for the most desirable qualities strongly emphasize that these special lines of merchandise are to your advantage to buy.

Dress Goods and Silk Department.

This department is overflowing with good things for your inspection. The newest creations obtainable are on display here. Complete assortments, low prices, and courteous treatment should appeal to you in search for that new suit or dress. A few of the specially good numbers are listed below. Read carefully. We invite comparison.

37 inch black Taffeta, good quality..... **59c**
31 inch black Peau de Soie, guaranteed..... **98c**
37 inch Chiffon Taffeta, beautiful finish..... **98c**
36 inch Black Taffeta, guaranteed..... **79c**
36 inch black Chiffon Taffeta..... **97c**
37 inch colored China Silk..... **49c**
19 inch Lining Silk, guaranteed..... **89c**
19 inch taffeta Silk, all colors..... **37½**
27 inch Chiffon Taffeta for coats and suits..... **79c**
20 inch plaid Silks..... **89c**
20 inch Fancy Waistings, come in small groups with all the new styles in figures, dots, etc. Our price is only..... **48c**
36 inch Storm Serge..... **48c**
36 inch Shelland, rich lustre..... **49c**
36 inch all wool Granite..... **79c**
36 inch all wool Chevriot..... **48c**
60 inch all wool Venetian..... **48c**
36 inch Chiffon Broadcloth..... **98c**
36 inch Crystal Crepe..... **98c**
42 inch Crepe de Paris..... **98c**
36 inch Plaids, good quality..... **48c**
36 inch Crepe, all wool..... **79c**
36 inch Cream Broadcloth for fancy dress..... **$1.79**
42 inch all wool Panama..... **89c**
36 inch Panama..... **$1.00**
36 inch Basin Panamella..... **89c**
36 inch Rainproof cloth..... **97c**
36 inch Covert cloth..... **$1.39**
36 inch Fancy Mohair..... **89c**

Linens and Domestics.

A boast in the young housekeeper who is starting her home aboard. A boast in the experienced one with eastern replenishing to be noted. For both of these know that eastern stores are good to the assorted judgment they are not good at any price. Here are items that successfully challenge the most astute examination and of figures that are hard to duplicate. Be sure and see this line while you are here. We invite comparison.

60 inch Turkey Red Damask..... **29c**
60 inch bleached all Linen Damask, extra good values..... **49c**
72 inch Bleached all Linen Damask, extra good values..... **85c**
62 in Pure Linen, all red Damask, hem stitched..... **89c**
72 inch Bleached double Damask, in floral patterns..... **$1.00**
80 inch bleached, all linen Damask, a very good quality..... **50c**
54 inch bleached, all linen, Napkins, extra good weight, several patterns, per dozen..... **$2.50**
2 yds all linen bleached napkins, a splendidly good napkin per dozen..... **$1.39**
All linen pattern cloths, size 2x2½ yds..... **$2.19**
All linen pattern cloths, size 2x2½ yds..... **$4.50**
extra extra large..... **$4.98**
1 yard Napkins to match, per dozen..... **$4.00**
Hemstitched Damask Lunch Cloths, size 52 x 52 inches..... **85c**
Pure linen Towels, hemstitched and fringed, size 18 x 36 in..... **25c**
18 inch hemstitched all linen Crash..... **10c**
Hemstitched Huck Towels, size 18 x 36 in, worth 10 cents, at..... **7½c**
Linen Huck Towels, size 22 x 36 inches..... **11c**
Pillow Shams, size 20 x 36 inches, open end embroidery designs..... **25c**
Dresser Scarfs, 18 x 54, hemstitched..... **25c**
Bath Towels, extra large..... **50c**
Good Standard Prints, blue, black and fancy..... **4c**
Good Gingham Checks..... **4c**
Best quality Ginghams at..... **8c and 10c**
Men's dark Shirting, assorted at..... **7c**
27 in heavy Flannelette, Pattern at..... **10c**
36 in. Flannelette, good assortment to choose from at..... **12½c**
Arnold's Sanforette Flannelettes..... **15c**
Extra good Unions Flannel..... **8c**
Colored Lawns..... **5c**
Blue & White Right Bolton goods long..... **5c**
Blue & White Checks..... **5c**
Blue & Black Working Shirts..... **45c**
Men's Overall, big or left..... **45c**
Best grade 4 ply Ladies, a tie..... **45c**

Dress Trimmings.

This is without question the most complete stock of trimmings in this part of the state. Many of the latest imported novelties to be had are here. Our buyers have spared no pains to find the correct things, and it will require but a glance in this department to convince you that here is the place to buy trimmings.

Trimmings of Embroidered Chiffon, Embroidered Taffeta, Embroidered Velvet Bands, Persian Band, Venise Lace, Oriental Lace. Trimmings of Baby Irish and Embroidered Taffeta combined.

Trimmings of all kinds ranging from **25c to $6.50** per yard.

Underwear.

Our underwear section is busier this fall than ever before. You can be sure of finding what you need here.

Men's heavy ribbed fleece lined shirts and drawers, per garment..... **$1.00 and $1.50**
Men's heavy ribbed wool extra weight shirts and drawers, per garment..... **$1.50**
Men's extra heavy fleeced shirts and drawers..... **65c**
Men's heavy fleeced union suits..... **$1.00**
Ladies' fine wool ribbed vests and pants, per garment..... **$1.00 and $1.50**
Ladies' fine jersey ribbed vests and pants..... **75c and $1.00**
Boys' extra heavy fleeced shirts and drawers..... **65c**

Ladies' heavy fleeced vests and pants, some to be had in white, cream, ecru or grey..... **50c**
Children's heavy fleeced vests and pants, extra good values..... **25c, 35c, 50c and 65c**
Ladies' heavy wool vests and pants, extra good values..... **$1.00, $1.25, $1.50**
Children's union suits..... **50c, 75c, $1.00**

Millinery.

In offering our fall stock for this department we made special effort to get the best styles obtainable. Time will tell—we have spent worked and economized—and we believe the prices are correct, our understanding here. We give special attention to the remodeling of old hats. The success of our work makes us target for us the reputation of workers in this line. Call and see our hats, compare the prices. Every Saturday expert hatter on hand.

Remember: Prices low and fair

Waist Department.

A stock entirely new, crisp and beautiful. The range of designs is varied and complete.

Ladies' black Taffeta Silk Waist, tucked back, and new sleeves at..... **$3.48**

Waists in all over silkstuffs, flannels, and some retiring, at many beautiful styles and colors **$1.98 to $6.00**

PETTICOATS, WRAPPERS, Etc.

Black mercerized petticoats full 18 inch flounce, trimmed in new ruffles. Hard to duplicate at..... **99c**

The Sunshine Wrapper and Corset dress for house wear made in new styles of percales and chambrays **98c, $1.25, $1.98.**

Special attention is called to our $4.00 line of ladies' dress suits made of serge, Panama and mixed suitings. Tailored and well made, at..... **$5.00**

Carpets, Rugs, Curtains.

You will find the carpet and rug department the mighty stocked to meet every want in your home.

Good all wool Ingrain Carpet..... **55c**
Best all wool Ingrain Carpet..... **65c to 70c**
Good Red Room Carpet, 27 inch, per yard..... **25c**
Best all wool Ingrain rugs..... **$6.75 to $9.00**
9x10 Tapestry Rugs..... **$4.00 to $10.00**
9x12 Axminster Rugs..... **$22.50**
Brussels Carpet..... **65c and up**
Axminster, velvet and wilton, from..... **98c to $1.75**
Lace curtains, 3½ inches wide by 3 yards long, pair..... **98c**
Extra wide lace curtains, 50 inches long, pair..... **$1.25**
Ruffled swiss curtains, 3½ yards long, pair..... **39c**
Window shades, 3 feet long..... **10c**
Cloth window shades, 3 feet long..... **25c**
Brass rods for door and windows, each..... **10c**
Bissell sweepers..... **$1.98 to $3.00**
Door table and stools..... **12½c**
Rope portiers, all colors, per pair..... **98c**
Tapestry portiers, per pair..... **$1.98**
Couch covers..... **89c**
Door mats, 18x36..... **45c**
Largest Carpet Department in Northern Indiana.

New Fall Suits and Furs.

We are ready to our Fur and Suit Department for the most critical of our customers. Long owned suits are to order this year demanded by fashion authorities. We are never so hurried as when you all you want to see is assure all your questions. The fact that you come in and see our garments and prices, does not make it necessary for you to buy in a hurry. Take your time.

Ladies' long, loose garments of broadcloth, fur and quilted satin linings and fur collar. Very nobby and very comfortable at..... **$16.50, $20.00, $25.00.**

Ladies' tailor made Suits with blouse, 27 inch and three-quarter styles. Jackets handsomely tailored and skirts full pleated effects. **$10.00, $12.00, $20.00.**

Gray squirrel 2a 2a scarf, satin lined, throat trimmed..... **$3.98, $5.00 to $12.00.**

We have better ones, as high as **$40.00.**

Ladies' fine Kersey Coats. Empire style, large sleeves, 45 in. guaranteed, in black and mode..... **$10.00 and $12.50.**

Cosey scarf collar, lined with fur Tube lined with brown satin. A great bargain at..... **$3.98.**

Sable and Isabella Fox Double Scarfs, 90 inches long finished with large brush tail. Good full full-flowing. A bargain, only..... **$4.50.**

Double Scarf of brown marten fur, finished with tube at its centre ends **$7.50 and $8.98.**

Children's Coats.

An extensive line from 1 to 14 years, new style coat, full length, loose back, collar and cuffs trimmed in braid..... **$3.98**

Hosiery Dept.

Ladies' fine cashmere, spliced heel double toe..... **25c**
Ladies' heavy ribbed cashmere hose..... **25c & 50c**
Ladies' fine fashioned pure black cashmere hose..... **25c**
Ladies' Bicycle "Indestructible" heavy ribbed hose, the best hose to fit a woman's arms. Plain and ribbed top, fine fashioned extra wide..... **25c**
Ladies all black plain and ribbed top hose..... **15c**
Children's fine ribbed cashmere hose, extra length and spliced heel, double knee..... **25c - 35c.**
Children's fine and heavy ribbed cashmere, ecru..... **25c**
Children's fine and heavy ribbed cashmere fancy tops **15c & 25c**
Men's fine cashmere hose in black, colored and natural wool..... **25c**
Men's heavy black ribbed and natural wool hose..... **25c**
Men's black, heavy flannel sox..... **15c**
Purchaser knit sweat shirts..... **50c, 90c, $1.00**
Ladies' and children's wool and fancy leggins, to fit any size..... **35c to 75c**
Children's and ladies' leggins, drawers to match and other goods..... **50c to $1.25**

Art Department.

Do you do embroidery work? We have hundreds of beautiful designs and stamps used to every house. Embroidery work made easy.

Umbrellas.

Handmade of new cross bar material for full 26 inch pay you to see them.

Children's with plaid tops, tape edges, fancy handle, good value and very good tops..... **50c**

26 inch Umbrellas fancy handles, gloria tops..... **75c**

Umbrellas with plaid tops, tape edges, fancy handles, good serge, with silver monogram..... **$1, $1.50, $1.75, $2.00**

Gents' Umbrellas with plaid tops, handles of natural wood, or horn, up to..... **$10.00**

Ladies' Umbrellas with silk and wool mixed tops, fancy handles of gold and pearl, all are good quality and good, gun metal, silver mounted tops..... **$2, $2.50, $3 and $3.50**

Don't lose this ad, we'll have it again, to-morrow, up to..... **$10.00**

Buy your Umbrellas now at a great saving.

Blanket Dept.

10/4 Cotton Blankets, grey and tan, good weight, pair..... **47c**
10/4 Fancy Cotton Blankets, in all the popular shades suitable for bed robes. Very choice, per pair..... **85c**
10/4 Grey Wool Blankets, with pink and red borders, **$3.25** per pair
Extra large Wool Blankets, with bound, per pair..... **$4.50**
10/4 Cotton Blankets, grey, tan, and white, fancy borders, per pair..... **55c**
11/4 Cotton Blankets, grey and tan, clean and beautiful mixtures in borders, pair..... **69c**

Visit our Blanket Dept.



Imported German Robe Blankets in all the popular and styles, each..... **$2.48**

All wool Robe Blankets, size 72x84. Extra finish in plain brown light and dark grey and tan, a good value for the money, at..... **$5.50**

Extra large all Worsted Lambswool, lined with pure white fluffy sanitary Chinese at..... **98c, $1.18, $1.48**

Extra large white and grey all Cotton Blankets, extra good weight, at..... **85c**

Supply your Blanket wants during this sale.

Ribbons, Ladies Neckwear.

Ribbons, satin heavy, all colors, in No. 1, 2 and 3, at..... **5c**
All silk taffeta ribbon, satin heavy, in No. 40 and 60, at..... **15c**
Fancy silk ribbon with underwire, in brown and tan..... **19c**
Bows and knot ends, every one to select, at..... **15c, 25c & 50c**
Ask to see our new ribbon novelties.

JEWELRY.

Jewelry store, jewelry at dry goods prices. Combs, Barrettes, Rings, Pins, Etc., Etc.

Ribbons, satin heavy, all colors, in No. 1, 2 and 3, at..... **5c**
All silk taffeta ribbon, satin heavy, in No. 40 and 60, at..... **15c**
Fancy silk ribbon with underwire, in brown and tan..... **19c**
Bows and knot ends, every one to select, at..... **15c, 25c & 50c**
Ask to see our new ribbon novelties.

JEWELRY.

Jewelry store, jewelry at dry goods prices. Combs, Barrettes, Rings, Pins, Etc., Etc.

Take a day off and come to Elkhart to do your fall shopping. It would be a pleasure to show you whether you buy or not.

H. B. Sykes & Co.
COR. MAIN & HIGH STS. ELKHART

Then too, we pay your car fare to Elkhart and return when you purchase amount to $15.00 or rebate an equal proportion for another purchase.

REVIEW PRINT, Elkhart, Indiana

MAIL ORDERS SOLICITED

No sale of this character this year or any other year has offered such great values. The reason for this great sale is this—by giving such big values at a time when it does the most good, we secure an advertisement that will be lasting. We are bidding for the future, familiarizing you with the high grade of goods that we sell at such very little prices.

SALE OPENS SATURDAY MORNING, FEBRUARY 18TH, AT NINE O'CLOCK, AND CLOSES SATURDAY, FEBRUARY 25TH.

H. S. NORWELL CO.

NASHUA, N. H., February, 19—.

DEAR MADAM:

We invite you to a very special private exhibition and sale of fine pattern table cloths and napkins, the product of the world-famous manufacturers, MESSRS. WILLIAM LIDDELL & CO., of BELFAST, IRELAND, who were awarded the first prize and three gold medals at the St. Louis Exposition.

This private display will occur in our linen store, first floor, southerly annex, THURSDAY, FRIDAY and SATURDAY, FEBRUARY 2nd, 3rd and 4th, just prior to our public announcement of the purchase.

We have secured these fine cloths at so advantageous a price, because of our ability to handle the entire lot, that we can actually sell them AT FROM ONE-THIRD TO ONE-HALF LESS THAN REGULAR PRICES.

The lot comprises table cloths and napkins in all sizes of medium and finest grades of satin double damask in superb designs, and we are assured in advance of your unqualified approval both as to desirability and price.

We shall publicly announce this sale in the daily papers, but we trust you will avail yourself of the opportunity here offered for a private and leisurely inspection before they are advertised.

Yours very truly,

H. S. NORWELL CO.

We are indebted to the *Merchants' Record and Show Window* for the letters and examples quoted in this chapter.

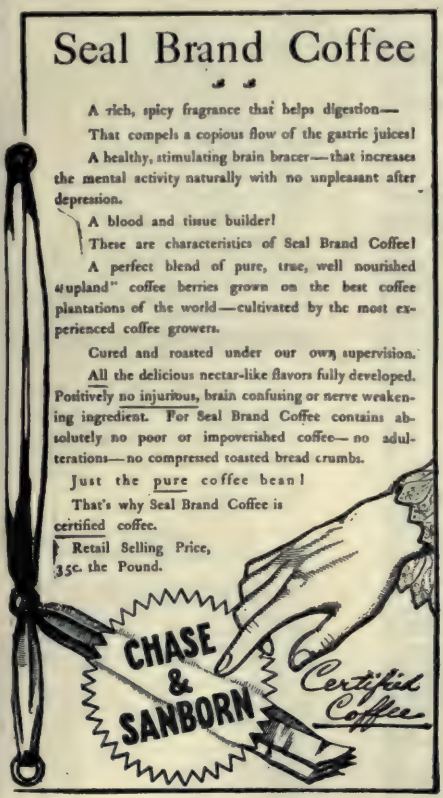
Part Seven

GENERAL ADVERTISING

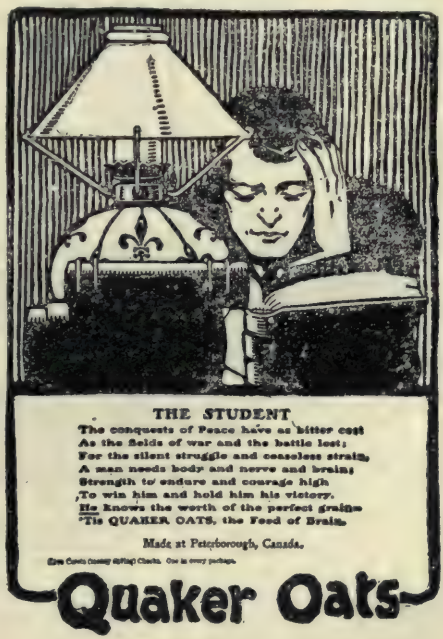
CHAPTER LXIII

THE GENERAL ADVERTISER

THE general advertiser has a choice of many ways of advertising, and it is often doubtful which would be the most profitable when he has no experience to guide him. There are three principal ways in which he may lay out his plans: viz., advertising his wares solely and singly to the consumer; advertising his wares to both the consumer and the retailer; advertising his wares to the retailer allowing him to introduce them to the consumer. The first plan mentioned is likely to be the most costly of the three on account of the great waste that must necessarily attend such a campaign. Large sums of money have been literally wasted in pursuing such a course.



Unless the retailer can be educated up to a certain brand or product, it is hardly advisable for the manufacturer or general advertiser to go to the people with a product he cannot profitably supply direct. He may create a demand for his goods by his advertising, but after the public finds that he has made no provision for supplying it after it is created, they soon turn aside and think of something else.



A case might profitably be cited. *White's Sayings*, Seattle, in a recent issue says:

"It is not always the fault of the advertising.

"The Kerr Manufacturing Co., Portland, Oregon, do some good advertising. Recently they sent out under the grocer's name a circular describing their Economy Jar and referring to this grocery store as a place to purchase.

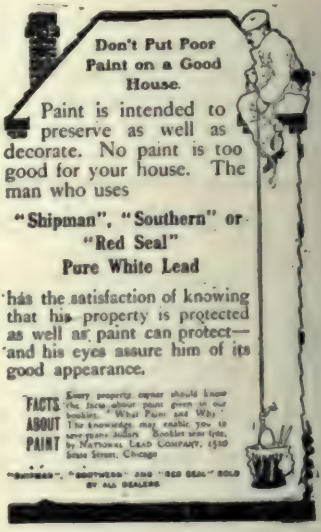
"The buyer of home things for one family was satisfied with the advertising and called for the jars.

"The grocer had only the pints. He didn't have any more quarts, and made the excuse that he was afraid of the jars, and didn't expect to buy any more.

"The price was higher and he doubted if the public would buy them. His own observation had led him to believe that the Economy Jar wasn't any better than the other kind. When pressed for a reason he could not give any.







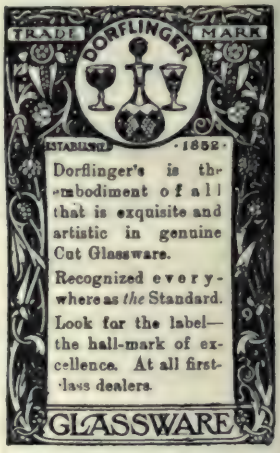












"What a lot could be written about having the salesman educated and in sympathy with the advertising.

"Here a customer for Economy Jars was murdered—killed to all intents and purposes.

"And yet the manufacturer had advertised this grocer as one of the retail dealers in Economy Jars."

It is a well-known fact that an advertised product will be handled by the retailer at the closest possible margin, but the manufacturer who thinks he can force the retailer to take up his lines by the use of a general advertising campaign will usually find it too costly to carry out to a finish. The better plan has always been to first secure the co-operation of the distributor, whether he happens to be the wholesaler, or jobber, or the retailer.

A writer in a well-known business magazine has designated the general advertising campaign to the consumer as "the big stick" with which retailers are to be clubbed into line. In a measure this can be done, but is it the most profitable line of advertising for the new concern to pursue?

The second plan, and perhaps the best one of the three, is completed by a well directed advertising campaign to the distributor. The amount of the appropriation will usually determine the extent of the advertising to the consumer.



COMMON sense in summer time points to Kirschbaum quarter-lined, thin, cool clothes—made of Ballybo Homespun or the famous American Blue Serge.

They have the style and fit of regular full-lined garments.

Ask for Kirschbaum Summer Suits (Warranted). Good stores everywhere, $10 to $20.

Insist on seeing the Kirschbaum label inside breast pocket of coat.

A. B. Kirschbaum & Co.
(Makers) Philadelphia and New York



If it is large, a national campaign may be begun at once. The best plan, however, is to take up one section of the country at a time, even a single state thoroughly worked is likely to bring better returns than a large territory only sparsely covered.

If he is wisely led he will spend from one-half to two-thirds of his appropriation in advertising to the consumer while the balance will be spent in educating and creating a demand among the retailers.

This latter part of his campaign will consist of trade-paper advertising and the use of other supplementary mediums. The retailers of the country and of the city are being educated in business methods and systems by the trade press. Each paper has a clientele of readers who accept every statement found in its columns as absolute truth. They

have been educated up to it. The trade press, then, presents the most favorable medium for the exploitation of any article to the retailer. This advertising must of course be supplemented by the use of circulars, booklets, catalogues, etc.

In this way a firm can form an acquaintance with the leading retailers of the country. When the firm's salesmen start out on their trips they are carrying "identified goods," goods that are already known to the retailer. The salesmen are helped to open up new accounts and to increase sales through the advertising done to the retailer. He has been compelled to take a look at the new product, or brand, and if he is favorably impressed with it he orders a trial lot.

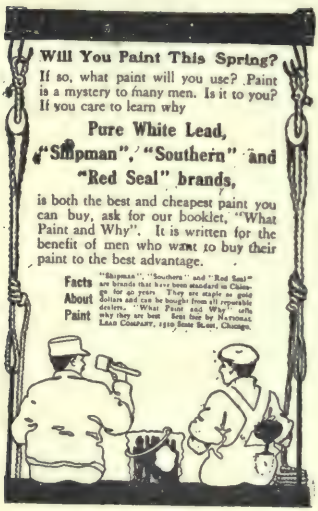




It is here where the general campaign to the consumer should begin. A demand should be created at the time when it can be easily supplied. This demand once started should be steadily followed up until it has reached the limit. It must then be bolstered up to keep it at its limit. There is no end to advertising. Products that have continued in the public eye for years have only kept their places among the large influx of new brands and products by continuous bolstering in the shape of general advertising.

The greatest stumbling block in the way of a successful advertising campaign direct to the consumer is the attitude assumed by the hostile and apathetic retailer. The consumer is usually personally acquainted with him. His word is accepted as the truth. If he recommends an article it is purchased, if he condemns it it is not wanted.

A short time ago a lady entered a New York department store. Going to the silk counter she asked to be shown some "Samson" silk. This article is extensively advertised in magazines and other mediums addressed to the general public. The clerk had never heard of "Samson" silk. At least, he said so. The customer had asked for it out of pure curiosity. She knew nothing of its merits or qualities, but had seen it advertised. The clerk showed her other silks and she was readily prevailed upon to accept another article that she regarded as suited to her purpose. Thousands of incidents similar to the above are occurring daily all over the country. If a dealer has not stocked a particular line being called for, he either condemns it outright or speaks slightingly of it. It is such persistent "knocking" that makes a general campaign to the consumer unprofitable.





One of the best methods of securing the co-operation of the retailer is to supply him with good advertising literature for distribution, samples for free distribution when possible, advertising cuts, window cards, etc. When the line is confined to but one merchant in a town he should be advertised as the local distributor.

The Halpert & Jacobs and the Weinstock, Lubin & Co. advertisements are supplied by the manufacturer. In many cases space is contracted for by the manufacturer and a series of advertisements placed similar to these.

In the larger cities where lines are not confined the advertising done is much more of a general nature. We reproduce a number of these advertisements in this chapter. The two clothing firms, A. B. Kirschbaum & Co. and Hart, Shaffner & Marx, offer us excellent examples of this general publicity.

W. N. Aubuchon, a noted writer on business topics in a recent article said:

"A window display made by a retailer is worth as an advertisement more than a hundred thousand paper circulation, although its influence, while operative upon comparatively few consumers, is effective upon a greater number, because the goods are there to look at and to buy; ready to hand, and convenient for delivery.

"The effect of a display card hung up in a dealer's store is greater upon the dealer and his clerks than upon the transient customer. The card or sign keeps the name of the goods constantly in







the mind of the dealer and his clerks, and causes them to make oral suggestions to customers to buy the goods, while selling other articles to them.

"Similarly a handsome dummy exhibit is a standing memory tab to the clerk who sells the goods by showing them.

"A salesman on the road, to save weight, often leaves at home the sample of staple goods which he thinks everybody knows all about, and will not care to look at again. A salesman can sell three times as much if he takes the sample and shows it, notwithstanding the fact that his customer has seen it a hundred times before. Experience proves this to be true.

"Hundreds of thousands of dollars are wasted every year by advertisers of merchandise because the edict has gone forth that it is the consumer who is the arbiter of the trade, and that when the advertiser can reach the consumer and mold his opinion—the world of business is at his feet.

"The consumer, in fact, does make final decision—but how? And how long is his decision in force before it is reversed by that higher court—the self-interest and personal influence of the retail dealer?

"The consumer as a class is not wise in the ways of merchandising. By a chain of many interests attached to the ring of suggestion in the nose of his understanding he is led, with little resistance, to the adoption of any and every kind of food, fad, or fashion. The man who gets the strongest grip on the chain determines his course.

"The strongest influence is the personal one. The man next to the consumer who wields the personal influence is the retail dealer.

"We are all consumers, and have but to consider the influence which caused us to buy things we did not need and did not use after we bought them, to understand precisely the power of suggestion by direct contact with the personal element in trade, or by direct contact with the goods that we bought."

The general advertiser is apt to point to his advertising with pride and say to the distributor, "We are advertising direct to 30,000,000 people. We are doing good advertising. Don't you want to get your share of this advertising campaign?" In many cases the goods in question become of secondary consideration—the advertising campaign is designed to sell the goods whether they are worthy or not. The best advertising campaign on earth will never build a business up when the article offered is an inferior one. The manufacturer who has an inferior article and a few thousands of dollars for an advertising campaign had better let the campaign go and spend the money in improving the article.

We have attempted to show that an advertising campaign direct to the consumer when carried on over the head of the distributor and without his co-operation is likely to prove disastrous. We have also made an attempt to show how the retailer can be coaxed, cajoled, or forced to give his efforts toward co-operation.

But either of these plans require a considerably larger appropriation than many manufacturers can afford to start out with. He wishes to increase his business. How, then, can he do it if he cannot go to the consumer with his story? In his case he has but the one plan worth pursuing, until he can afford to increase his appropriation, and that one plan has made thousands of firms take prominent places among our commercial industries who had at first to struggle for mere existence. The plan is simple, but when carried out faithfully is also a winner. It consists entirely in advertising to the retailer or distributor. He is to be interested in every possible way in the goods offered to him. New accounts are to be persistently solicited and old ones carefully nursed. By this plan the manufacturer exerts all his energies upon the retailer who distributes his wares and allows him to open up the field direct to the consumer. The same mediums mentioned before are used. The merits of the goods and the profit to be obtained through handling them are emphasized in this plan, while in the former, the great value of the general advertising being done was made one of the chief inducements for handling the product.

CHAPTER LXIV

THE GENERAL ADVERTISER'S CAMPAIGN

THE general advertiser may use many mediums, but his first attention is drawn to the magazines and daily papers. In the first, including the national weeklies, he can get a national hearing. In the latter he can get a more localized hearing. In some cases it would be better to use only one of these classes, in other cases both are necessary. It is impossible to reach the whole population of the United States by a paying advertising campaign. It is just possible that the largest national advertisers are satisfied if they can place their advertisements before fifty per cent. of the people.

The large medical advertisers reach more possible customers than any other class of advertisers, but they do not do it by using the newspapers and magazines alone. They use billboards, street cars, circulars, booklets, almanacs, demonstrations, sample distribution, etc. The large advertiser will use many of these to his advantage, but often the nature of his products curtails to a large extent the mediums he can profitably use.

By using about twenty-five magazines and women's periodicals he can reach a large proportion of this audience of fifty per cent. of the people of the United States, but he must use the principal daily or Sunday editions of the great dailies to get paying results.

The best plan for the general advertiser to follow in preparing a campaign for the first time would be to consult an advertising agency. These agencies are in a position to lay down plans for covering any particular territory or the whole of the United States. They can purchase space for less money than the advertiser. They can help him formulate his plan, prepare his copy and in general suggest methods for looking after the business as it matures.

The Star Hat Man Helping Georgia.



THE STAR HAT MAN HAS A DATE WITH A PEACH.

ROTHSCHILD BROS. HAT CO.

SAINT LOUIS, U. S. A.

LARGEST DISTRIBUTORS OF HATS IN THE WORLD.

Besides the magazines and newspapers the general advertiser will probably use billboards, although there is some uncertainty about the real value of the billboard to the average advertiser. It is a medium that is used largely to supplement newspaper advertising, and used in this way will perhaps enhance the value of the newspaper space. It is sometimes used locally to aid in giving publicity to, and during demonstrations, during sampling, etc.

Prices range from one to sixteen cents per sheet of twenty-eight by forty-two inches in size for one month. This price includes a guarantee that the paper will be rehung without charge if destroyed by storm or otherwise. The advertiser will have to stand the cost of the extra sheets. In any case about twenty-five per cent. additional paper should be laid out for waste in this way.

The billboard portion of a campaign may include painted display stands. While these are more permanent they are much more costly to install. They can be used to best advantage after the advertiser has established his product.

Street cars are generally accepted as being of excellent value in a publicity campaign. They should never be used to the exclusion of, but as a supplement to, the newspaper and magazine campaign.

The extent to which his campaign shall go in including mediums lies largely in the size of the advertiser's appropriation. There is one class of publication that he cannot afford to omit, however, and that is the trade papers. These monthlies and weeklies are going regularly to his customers—to his partners as it were in the distribution of his wares to the consumer. These retailers must be educated. They must be reminded that such goods exist.

The value of this trade paper advertising will depend more largely upon the style and

argument of the advertisement than upon the mediums selected. The advertisement of the Rothschild Bros. Hat Co., St. Louis, Mo., is about as silly as anything coming from a business firm can possibly be. Where is its value from the advertiser's standpoint? The only part of the advertisement that can be considered as advertising is the last line which reads, "Largest distributors of hats in the world." The value even of that line is questionable.

The trade paper advertisement should be specially prepared by a man who knows all about the article. He must tell the retailer about the article, give some of its advantages over others; he must tell how it is put up, why it is put up in the manner indicated, etc.; he should urge a trial order even if it is only to the extent of the smallest quantity that he can conveniently ship, and in most cases he should be willing to pay the cost of transportation and allow of the return of the shipment if it should prove unsatisfactory. Such an advertisement will elicit inquiry and bring business.



WASTEFUL TRADE PAPER ADVERTISING

Just note how particularly informing the advertisement of Weiss & Segal's is. Try and find out why the advertisement was ever placed. It is astonishing how readily men will buy space in expensive periodicals and misuse it. Such an ad. will neither sell goods, secure prestige, nor arouse curiosity in the goods for sale. This advertisement occupied a whole page in a prominent trade paper.

To supplement the work of the salesmen the manufacturer must issue occasional circulars and folders illustrating new and seasonable lines. The retailer must not be allowed to think that his favorite firm cannot supply his wants. There must also be a constant going out after those dealers who have not stocked the articles he manufactures. A catalogue here is a necessity for most firms. Those whose lines are extensive or radically different must use one.

The merit of printed matter can be rightfully judged only by its results. Actual results form the only standard by which advertising value can be accurately measured, and criticism based on any other is likely to be fallacious and misleading.

In considering the catalogue the first question that suggests itself in connection with the subject will naturally be: "What is the catalogue's place in an advertising campaign?"

It has been proved to the satisfaction of nearly all advertisers, large and small, that as a rule a catalogue must be used in exploiting any line of goods. This is because the catalogue affords the opportunity for the impressive display of an entire line of goods, with extended descriptions and other practical information added. As a proof of this belief one has only to study the modern advertisement that appears in our modern magazines. In these we often find the catalogue forced to the front while the goods supposed to be advertised are kept in the background. These advertisements are inserted for the purpose of inducing the public to send for the advertiser's catalogue.

We thus find that the catalogue is recognized as a vital feature—the clinching ele-

ment—of an advertising campaign. When properly prepared and printed the catalogue appeals to the reader at a moment of leisure when its strength is a thousandfold more potent than a magazine advertisement can be.

Mr. Louis Barta, of The Barta Press, Boston, one of the most successful of artistic printing establishments in the United States, sums up the advantages of a well-prepared, neatly printed catalogue as follows:

"First. It is the public link which connects the maker of the goods with the people who buy them—a virtual bill of fare, but better than a bill of fare, because it is descriptive and does not run in courses.

"Second. It can be sent to the exact person where it is likely to do the most good.

"Third. It gets close to the consumer.

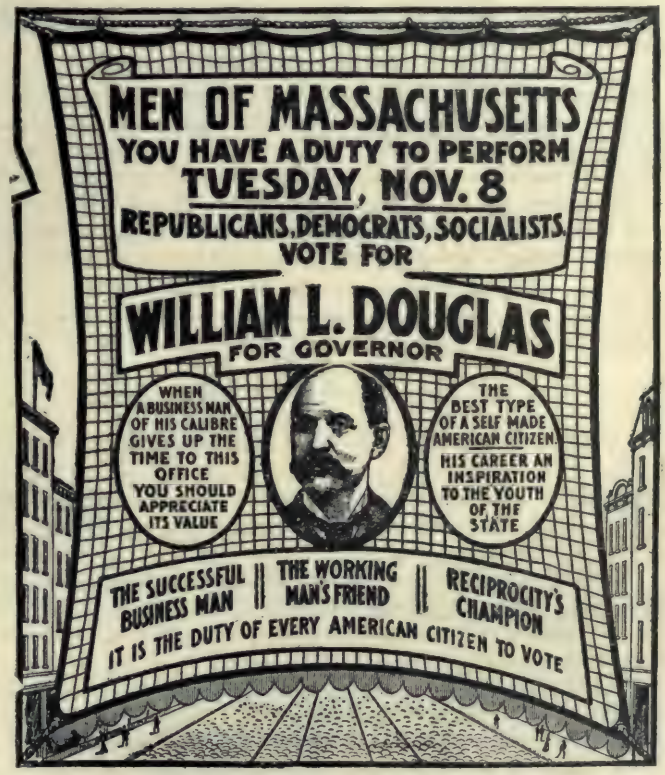
"Fourth. It possesses an indescribable, yet plainly felt, influence.

"Fifth. It is the salesman's assistant."

The catalogues in use to-day may be divided into four classes: the odd, the elaborate, the extremely artistic, and those in which simplicity is the dominant note.

The comparative value of these classes have been established by experiment.

A manufacturer who used catalogues found by actual test that the odd-shaped ones brought a great many requests for additional copies, but sold few goods. He also found that the elaborate and extremely artistic brought about the same results. After trying in vain to make these finely printed catalogues bring him business he prepared a catalogue in which simplicity was the prominent idea. It was modeled on simple lines, without any frills or flourishes that so many designers and writers of advertising insist on. The size was convenient for handling and filing; the illustrations were exact engravings of his goods, confined chiefly to reproductions of the articles advertised; the type matter was neatly arranged, set in a legible face; the stock used was of good quality; and the presswork excellent, bringing out both type and illustrations to the best advantage.



ELECTION ADVERTISING THAT MADE GOOD

The results achieved by this catalogue, after a year's test, were proved by the order of a new edition for the following year. His experience has been the same as a great many others.

It has become evident, then, that simplicity is the secret of success as far as catalogues are concerned. Oddity, elaborateness, and extreme artistic effects attract attention to

themselves rather than to the goods advertised, and thus the vital element of forcefulness is lost.

On the contrary, simplicity not only appeals to all classes of people, but it also serves to emphasize the subject of the catalogue. It gives the advertiser's proposition an attractive setting, but does not allow that setting to overshadow the substance, and in this way it directs the attention to the proposition and brings profitable results.

Every manufacturer must sell his wares; he is therefore interested in every device that will aid him in so doing. Only one method of publicity is adapted to all classes of goods; properly handled, a catalogue will sell goods. Consider the enormous mail order business built up by and dependent upon the catalogue. One western concern issues a mail order catalogue as big as a family Bible, requiring a big printing office exclusively to make it.

After the retailer has been successfully reached the general advertising campaign may be entered upon with some assurance of success. The manufacturer can then confidently believe that when he stirs up a community that it can be easily and readily supplied with his wares when called for.

As a usual thing, it will pay the general advertiser who has but a few thousands to spend for his first advertising campaign, to begin in a single large city, spending his appropriation largely in its newspapers, on its billboards, in its street cars and among its retailers. Here he should hammer away until he has secured a fairly well established trade before enlarging his territory by taking on another city, or the smaller towns near by.

His success will be twice as rapid, and at less cost if he does not take up the magazines with their scattered circulation until he has thoroughly worked all the large cities and prepared himself, in a measure, to get value from their national circulation.

CHAPTER LXV

THE VALUE OF AN INQUIRY AND THE FOLLOW-UP SYSTEM

THERE are some advertisers who have laughed at the follow-up system. There are many firms who have found the follow-up system to be a very remunerative institution.

There is hardly any commodity that cannot be successfully advertised direct to the consumer. There is hardly any advertising campaign that should not include in its plan the getting of inquiries from prospective customers and the turning of these inquiries into orders.

At first thought one would imagine that the manufacturer to follow out this plan must install a regular mail order department. In many cases this will not be necessary, neither will it be advisable. A search through the advertising pages of any magazine will reveal three classes of advertisements. First, mail order advertisements, wherein the article advertised is sold direct to the consumer by the advertiser. Second, advertisements that are merely intended to advertise some article that is sold by retailers and which is already more or less known. In some cases these advertisements are used merely for the purpose of reminding the reader of an article already known. In this class we may mention Pears' soap. A pretty picture and the name of the article is all that is here given. Usually the advertisement suggests some use for the article, but that is about as far as it goes. There are others that are prepared for the purpose of educating the people to use the article advertised, of such we may mention Pearline. These advertisements are educational in many ways. They show how Pearline should be used, when it may be safely used, and why it should be used.

A third class are those that advertise a certain article, usually something new, and where an inquiry is solicited. This is done by offering a booklet or sample.

The persons making inquiry about the article are presumed to be interested in it. They have shown this much by taking the trouble to ask for further information about it. These inquirers are possible customers, what shall the manufacturer do with them? He can follow one of two plans. He can fill any orders he may receive direct from the factory or he can refer them to the local dealer, when there is one in the locality handling his wares. The latter course is preferable when possible.

When an inquiry is received the information asked for should be carefully and simply given. The proposition has interested the one who sent the inquiry and who has become a shopper, as it were, at the manufacturer's store. If an order does not follow this reply another letter or circular should be used to try and clinch the former argument. The number of pieces to a "follow up" depends largely upon the nature of the article that is being offered.

When an inquiry is made from the consumer to the manufacturer, who has local representatives or agents they should in every case be referred to the one nearest the place of inquiry. The agency should also be advised so that they may go out after the possible customer.

Where no agency is established the inquiries may be turned into orders and afterward used to convince the retailer at that point that the wares are in demand there.

The "follow-up" system in advertising is a distinctly modern evolution. It is the ruthless enemy of generalities, and under its operations publications that cannot stand the test of showing definite results are weeded out of the list.

Mr. John Lee Mahin, a recognized authority on the subject, says:

"A 'follow-up' system not only conserves many little things that would otherwise go to waste, but enables the head of a business to get more definite data as to the value of advertising media and methods. Bookkeeping is considered by some an unnecessary expense. The 'follow-up' system finds the most cordial welcome where the economy and value of carefully kept books are most fully appreciated.

"It is in the use of the prominent magazines that the 'follow-up' system has been developed to the finest details. Let us assume that the article being advertised appeals only to people possessing incomes of $1,200 a year. This is distinctly the magazine-reading class and comprises twenty-one per cent. of the families of the United States. An announcement in these publications has more prestige with their readers than the same announcement would have if made in the daily paper, for the reason that the readers of magazines have formed a habit of accepting them on what to cook, what to eat, what to wear, what to read, and how to furnish and conduct a home. The words of a banker concerning a man's financial responsibility have more weight than the same words would have if uttered by the barber who regularly shaves this man.

"Devote ninety per cent. of the space you use to publicity and but ten per cent. to advertising something that will produce an inquiry from one whom you know will be more than ordinarily interested. If you are selling flour offer something like this: 'Free—forty new recipes for baking bread, by Mrs. Rorer, Mrs. Lincoln, Miss Willis, Mrs. Ewing, etc.'

"You can rest assured that every answer coming from a reader of a high-class publication is a woman who has more than an ordinary interest in bread-baking. This woman may not care what she reads, what she wears, nor what her social position may be, but she can safely be counted on to have a special interest in cooking and a reputation already made or in process of making for superiority in this line among her friends. A 'follow-up' system to handle this inquiry might safely include two or three letters to the inquirer soliciting an order through her dealer. A reference of this matter to her dealer would accomplish three things:

"First. A new way of impressing the dealer with the name and quality of your flour.

"Second. Unmistakable evidence to the dealer that your advertising was effective enough to reach his customers.

"Third. An opportunity for you, in submitting copies of your letters to the dealer's

customer, to educate the dealer in new ideas as to the successful pushing of your flour at higher prices and for other reasons than price alone.

"This latter feature is a delicate one. Many dealers resent any instructions on how to sell goods, notwithstanding that books, cash registers, insurance and advertising space require much training and coaching of solicitors before sales can be made.



GOOD TELEPHONE PUBLICITY

"I know one magazine advertiser who used twenty-two letters to sell an article of household furniture in a city where the best dealers had refused to take it up because they were perfectly satisfied with the lines they were then carrying. After making this sale direct at the FULL RETAIL PRICE the manufacturer found that he had an advocate in his purchaser who asked the dealer to put in a line, which was done.

"Another point about these inquiries is the basis they give for enthusing salesmen and having them re-enthuse the dealers they call on. It can and should be made educational

as to consumer, dealer, and salesmen, and as such the 'follow-up' system may be safely regarded as no mere fad but a permanent addition to the economy of modern business, as much as the telegraph, telephone, typewriter, and card-index system."

It can easily be seen from the foregoing that a "follow-up" plan can be made to do many things, to serve many purposes. Perhaps a summary of these may not be out of place.

First. It serves as a guide to the best paying mediums.

Second. It serves to show the style and class of copy that will draw inquiries, and proves the relative value of inquiries drawn from different styles of copy.

Third. It serves to reach customers in districts remote from a distributing point.

Fourth. It serves to prove to the dealer who does not handle the goods that there is an actual demand for them in his locality.

Fifth. It serves to prove to the dealer handling the goods that the advertising is being read and is proving resultful in sales.

By all means we would advise a strong "follow-up" campaign for the new advertiser. His brand or article being unknown it requires extra efforts to place them before the public. But if he expects this "follow-up" system to pay back its cost in direct results he will likely be disappointed.

The following clipped from an advertising magazine shows how expensive these inquiries are, but it does not show how much they have directly or indirectly profited the advertiser:

Pearson's Magazine furnishes the list below showing the tabulated cost of replies for a booklet advertised by the C. B. & Q. Railroad in the magazines for one month:

Pearson's	$1.51	Munsey's	$3.54
Everybody's	2.10	Outlook	3.55
Metropolitan	2.50	Review of Reviews	3.56
The Outing Magazine	2.60	Scribner's	3.66
Cosmopolitan	2.74	Century	6.00
World's Work	2.86	Harper's Magazine	6.46
Leslie's Monthly	3.36		

This merely shows what it costs per inquiry in the different magazines for one month. It does not show nor attempt to show the cumulative value of the advertising done by the C. B. & Q. R. R.

Supposing the average inquiry costs the advertiser five dollars and that he sells direct from his "follow-up" system on an average of only one dollar per inquiry. This proves his loss apparently. But suppose ten per cent. of these inquiries come from districts where he has found no outlet for his goods—where no dealer has been induced to handle his wares. He has secured valuable data with which to further pursue his selling campaign. He can take these inquiries and orders and place them before the merchants of those localities. If he secures through this means a small per centage of new accounts it can easily be seen that a five dollar inquiry is not so expensive after all. It may be the direct or indirect means of selling thousands of dollars worth of his wares. His advertising in cases like this is paying him, and he knows it.

The advertiser who does not elicit inquiries who has no "follow-up" system may be making money out of his advertising, or not. His business may be increasing, or not. But he cannot prove, one way or the other, that it is due to his advertising.



Sights that Please

Twin Mountains stand on either hand
At Water Gap, in presence grand.
The river's flight is winding light,
There on the Road of Anthracite.

If you are going to New York this spring you will enjoy the journey as never before by taking the Lackawanna Railroad, the best way between

Buffalo *and* New York

affording a delightful journey along the Susquehanna River, over the Pocono Mountains through the famous Delaware Water Gap and across the Highlands of New Jersey.

Library, Buffet *and* Smoking Cars

are now in service on the New York and Buffalo Limited, leaving Buffalo daily at 8.45 p. m., arriving New York 7.50 a. m. The latest periodicals, daily newspapers and a perfect buffet service offer attractive means of enjoying the interim before retiring. This is only one of several luxurious trains leaving Buffalo daily for New York.

Lackawanna Railroad

Washington Excursions

A trip to the Nation's Capital at this season is one never to be forgotten. Popular Washington excursions on March 16 and April 7 at $10.00 for round trip, tickets good ten days.

For full information as to time of trains, Pullman reservations, etc., communicate with Fred P. Fox, Division Passenger Agent, 289 Main Street, Buffalo.

The Road of Anthracite

GOOD RAILROAD PUBLICITY

CHAPTER LXVI

THE VALUE OF A TRADE-MARK OR TRADE NAME

WHEN the manufacturer sets out to advertise his line of goods he will save himself many thousands of dollars by selecting a trade-mark or a trade name by which his goods can be identified easily by both the customer, or consumer, and the retailer, or distributor.

"Factories are a small part of the tobacco business—you can build them any time—but brands, or trade names, are everything," said Mr. James B. Duke, head of the American Tobacco Company, in a recently published interview. "It takes years and barrels of money to establish a brand of tobacco and make it profitable to the manufacturer. We have one brand of smoking tobacco which nets us $2,000,000 a year. I wouldn't sell the simple right we have in its name for $15,000,000 cash in hand. Moreover, we always have a new brand coming on. We are now sending out our best known smoking tobacco under two names—its old one and a new one. We are pushing the new brand as hard as we can, advertising it extensively and giving away samples, but after a long effort we are selling only 400 pounds a day and losing $1 a pound at that. We lost $1,500,000 a year for four years fighting the men who produced the best plug tobacco in the world. They had a safe and highly successful business, and it would have taken us ten years to make our brand profitable; even then they would have had their own brand and process, and only the worst possible management could have injured them. But they became frightened and sold out.

"We advertise in every way known to modern business. We have college fraternity men, for instance, selling cigarettes. Every male immigrant who lands at Ellis Island has a package of smoking tobacco put into his hand. He sees the name and remembers it, and when he goes to Texas, or Alaska, carries the memory with him."

Just think of it! $15,000,000 would not be enough to buy a trade name. It is worth more than that to its present owner. And yet there are hundreds of general advertisers who are spending money on advertising goods that cannot be easily identified, and that will allow of a large percentage of substitution on the part of distributors.

The trade-mark, or trade name has two values. In the first place it proves to the public generally that the article is of a certain standard. Manufacturers who make inferior goods will not allow their names or trade-marks to be used on inferior goods. In the second place it helps the manufacturer in promoting his sales, because when the article is demanded another cannot easily be substituted for it.

Mr. Frank L. Blanchard, an advertising expert, in an article in *My Business Friend*, gives us the following information about a national advertising campaign of the greatest importance:

"One of the greatest enterprises represented in the advertising field of to-day is the cigar industry. Up to within a few years only desultory advertising was attempted by any one of the larger manufacturers. The formation of the American Cigar Company, representing many smaller concerns, marks the real beginning of extensive cigar advertising in the United States.

"The American Cigar Company has for the last year been putting out some of the strongest advertising 'copy' ever published. It has printed pages, half pages and quarter pages in the daily newspapers describing the various processes employed in the manufacture of its products. It has taken the public into its confidence and told it things that have hitherto been regarded as business secrets.

"The company's aim in its advertising is to convince the public that it is giving the greatest possible values for the least money, and as proof of this fact it is to-day selling for five cents, cigars that only a few years ago could not be obtained for less than ten cents.

"The advertising of the Cremo Cigar, which has attracted special attention during the last few months, is an excellent example of forceful, up-to-date and thoroughly convincing advertising. The Cremo Cigar has attained the largest sale of any five-cent cigar in the world, and its success can be attributed to the unique character of the advertising campaign that has been carried on.

"The American Cigar Co. has avoided the mistakes made by some advertisers in the past, in that while brands have been advertised, all the advertising energy has been devoted primarily to advertising the American Cigar Company and its merit mark, the 'Triangle A.'

"Each of the high-class brands of cigars it manufactures is distinguished by this 'Triangle A' merit mark. The advertising is educating the smoker to look for the 'Triangle A' on every box of cigars he purchases, no matter what the brand may be. Consequently the American Cigar Company's advertising becomes at once trade-mark advertising. In other words, the trade-mark is constantly increasing in value. An individual's taste may change. He may smoke the 'Anna Held' for a while and then conclude to switch off to another brand. When that time comes he will find another 'Triangle A' brand that will suit him exactly. The 'Triangle A' always stands as his guarantee of honest cigar values."

There are some commodities that can be branded much more easily than others. Cigars and tobaccos, package foods, proprietary articles and medicines, etc., are all easily branded.

If a woman wants Sapolio she does not go to her grocer and order up a bar of scouring soap. If she wants Pearline she does not order a washing powder, neither does she want "Silverdust" when she asks for "Gold Dust." These are trade names that have cost millions to make known, but they have returned perhaps a hundredfold in profit to the manufacturers.

Clothing can be easily labeled, but the label will be far less conspicuous. Manufacturers of good clothing usually place their name on a label upon or under the hanger of the coat or in the inside coat pocket. The manufacturer who neglects to have this label made known is losing valuable advertising.

The "Cravenette" advertising has been sadly lacking in one feature, and although the company owning the process have spent vast sums of money in advertising, not one in ten, perhaps, knows that "Cravenette" stands for a process and not a cloth. Thousands of rain-proofed coats are sold as "Cravenettes" in every large city in the United States because people have associated the name with the material and not with the process.

S. A. Conover, representative of N. W. Ayer & Son, Philadelphia, a well-known advertising agency, in an address before a meeting of manufacturers of shoes said:

"Advertising is a force which will make an ordinary article of every-day use (that has merit and which the people will need continually) into a thing of extraordinary popularity. We have had several instances along this line: Biscuits, butter, matches, shoes, and many more articles of every-day use. When a manufacturer or wholesaler adopts some trade-mark or special name for a certain shoe or special line of shoes, he protects both himself and the consumer, and by advertising to the consumer creates a demand for this particular line of goods; and when the salesman goes in to open up a new territory he finds that the fact that the trade-mark or special name is advertised a logical argument why the dealer should put that line of shoes in.

"A wholesaler was telling me some time ago about a certain experience he had in a new territory. He went himself to try to open up the trade, and in many instances, when he was showing his goods, which were without doubt very excellent, the buyers said they did not care to handle them because they had other lines of advertised goods which had a general call from consumers, and did not care to add anything new that would increase their outlay for stock. This wholesaler told him he would be glad to make the price lower, and offered a considerable discount. The dealer said it made very little difference

what the price was; if they were not advertised he was not enthusiastic about carrying them. After several experiences of this sort the wholesaler returned and said he had decided to figure up about how much these discounts would total up, and that he would spend at least that amount in advertising to the consumer and place his goods on a basis where the dealer would want to handle them, and where there would be a fair profit."

Next to a good bank account, a practical trade-mark, or trade name, is about the most valuable addition a man can have to his business.

Trade-marks should be simple in construction, unornamented by designs or scroll work, and to be most adaptable and valuable should be designed for one color only.

The trade-mark should be so simple that once seen it would always be known and identified when seen again.

Part Eight

TECHNICAL

CHAPTER LXVII

POINTS ABOUT TYPES

THE typographical appearance of an advertisement deserves more attention than is usually given it by the retail advertiser. He spends a great deal of time in writing his advertisements, and should not leave the matter of type arrangement entirely in the hands of the printer.

The proper selection and arrangement of the type is just as important as the wording, yet the whole construction and selection of type faces is often neglected, either because the printer is indifferent or the advertiser is not versed in the technic of the printing art. It is rather discouraging to an advertiser to have the effects of his labor destroyed by some blundering compositor.

The test of a good advertisement is to first attract attention, then create interest, and finally to make a sale. If the first step is not secured it is due to the unattractiveness of the type arrangement, which is sure to bring on a failure of the ultimate aim of the advertisement.

The same display and type arrangement is not suited to all lines of business. The milliner and jeweler should never use heavy black-faced types, but rather those of a lighter and more artistic tone. The apparel retailer can effectively use heavier type faces than the milliner or jeweler, but he also should leave the very heavy faces, such as the bolder faces of gothic, to the banks and other financial institutions.

Dainty and delicate things should be advertised in shapely and artistic type faces. Clothing, shoes, hats, etc., may better be advertised in a style of type strong in eye-catching qualities.

Nearly all of the modern type faces are modeled after the Old Style Roman, which may be regarded as the primary style. The Modern Roman which is used in newspaper work is slightly heavier and less open and rounded than the Old Style. For printing booklets and the finer grades of advertising matter the Old Style is preferred.

There are so many different styles of display type faces (perhaps a thousand) that it is impossible to set down any rules for a proper selection for the individual advertiser to make. Each newspaper makes its own selection from the many, and the advertiser is consequently compelled to use those that the newspaper has selected.

Some of the larger newspapers issue a small booklet showing specimens of the different styles and sizes of type used in their offices. Where there is no specimen book to be had the best method for the advertiser to pursue is to clip from the newspaper, as they appear, specimens that he would like to use. These specimens should be at least a full column in width, or perhaps two would be better, as then the number of letters that will fill a given space can be reckoned from it.

By pasting these specimens on cards and securing from the printer the size and name of the specimen, the advertiser can easily, by referring to his specimen cards, designate the style and size type he wishes used in his advertisement.

Old specimen books are usually to be found in abundance in printing offices. The advertiser who is interested in the study of type faces should secure at least one of these and look it over. If none are to be had the newspaper can easily secure one for him, as the type founders are glad to place them in the hands of printers free for the asking.

Until quite recently, owing to an absence of a uniform standard of measurement among type founders, sizes of the same name and style differed considerably, causing much annoyance and additional labor in the printing office in justifying one with the other. A few years ago the makers of types established a standard based upon the point system which has aided the printer to a large extent in making up beautiful displays with little loss of time.

The standard of measurement is one inch. This is divided into seventy-two sections

called points. Each size of type is now designated according to its fractional relation to an inch, expressed in points. For instance, 7-point type is seven seventy-seconds of an inch in height from bottom of line to top; 14-point is fourteen seventy-seconds of an inch, etc.

The width of the letter, that is the width across from right to left, is not regulated by points. There is a certain standard of measurement used by type founders in making up the proportions of each letter, but there is no definite rule whereby it can be stated. The width of any letter may be twice as much in one style as in another. The designers usually use their own ideas of proportion in designing new type faces, Some are very much extended, while some are very much condensed.

In former times the size of types were given names, thus: Nonpareil, Minion, Pica, etc., and were always recognized under these names. In some offices, some of the older fashioned printers adhere to the old names, and for that reason we give the following table:

The names of the different sizes of types according to the old system and their relative sizes under the point system are:

Pearl	5	Point	2-Line Brevier	16	Point
Agate	5½	"	Great Primer	18	"
Nonpareil	6	"	Paragon	20	"
Minion	7	"	Double Small Pica	22	"
Brevier	8	"	Double Pica	24	"
Bourgeois	9	"	Double English	28	"
Long Primer	10	"	5-Line Nonpareil	30	"
Small Pica	11	"	Double Great Primer	36	"
Pica	12	"	Canon, or 4-line Small Pica	44	"
English	14	"			

It will be seen from this table that there is a great variety of sizes in types. Nor is the list above complete, as there are larger type faces made. They are usually calculated as 2-, 3-, 4-line of some of the smaller faces most commonly used. For instance, 72-point type is known as 6-line Pica, or 6 times 12 points. Comparatively little type is made of metal in sizes larger than 72-point. The larger sizes are usually cut from wood and are known as wood type. It might be well to state that all types, cuts, rules, borders, etc., are .918 of an inch high. If all these were of different heights there would always be trouble in getting them so that all would print. The term "type-high" alludes to this height.

In the plates to be found in the concluding pages of this chapter there are shown a number of the best known of the new type faces. These are reproduced actual size and set in ordinary newspaper column width (13 ems), two and one-sixth inches wide. Where the advertiser's paper has these faces in stock he can consult these plates and find exactly how many letters it will require when using all capitals, or capitals and small letters. All he has to do is to count the letters as shown in these plates. In 12-point Curtis-Post it will be found that he can get thirteen letters all capitals or seventeen capitals and small letters in a line one column in width. In 18-point he can crowd in eight capitals or eleven capitals and small letters, etc.

The Curtis-Post type face is a very legible and distinctive one and when used in catalogue and booklet work is very striking.

The extra condensed face shown in this plate is one that is often used in newspaper headings. As a general rule condensed type should not be used in newspaper advertisements. Although more letters can be used in condensed type than in ordinary faces it is not policy to use them for the purpose of saving space. It is sometimes necessary to get in a certain number of words into a certain space and the condensed type will answer. One very good reason why it should not be used very often, especially in the larger sizes, is because it is not as easily read as the more extended faces.

It requires a keen eye and a practiced one to tell offhand how much space a given

number of words will fill. The retail advertiser would have to devote considerable time to this study before he could accomplish anything along that line. For the purpose of aiding him the following table is given:

Words required to fill one inch deep across one column, two and one-sixth inches wide:

	Solid.	Leaded.
6-point—Nonpareil	106	87
7-point—Minion	85	60
8-point—Brevier	72	51
9-point—Bourgeois	63	47
10-point—Long Primer	47	36
11-point—Small Pica	38	31
12-point—Pica	31	25

"Leaded," as here used means a dividing of the lines of type with a "six-to-pica" or "2-point" lead. To determine the number of words for two columns multiply by two.

There is hardly any necessity for type larger than 12-point being leaded, except for the purpose of filling space, as the type faces larger than that look to be set farther apart than the smaller faces.

Here is another little table that will prove valuable in computing space necessary to give a headline:

Letters required to fill one line across one column, two and one-sixth inches wide:

	All Caps	Caps and Lower Case
12-point	18	22
14-point	15	19
16-point	13	17
18-point	11	15
24-point	9	11
30-point	7	9
36-point	6	8
48-point	4	5

Extra condensed type (capitals only).

12-point	43
18-point	30
24-point	23
30-point	20
36-point	17
48-point	11

Spaces between words should be counted as one letter.

The basis in this country of measuring the space used in a newspaper or magazine column, for advertising purposes, is the *agate line.*

There are fourteen agate lines to an inch, or to be plain, an agate line is the equivalent of one-fourteenth part of an inch. One-inch space is fourteen agate lines, two inches twenty-eight, two and a half inches thirty-five, three inches forty-two, and so forth. There is no difference how many actual lines of reading matter a space contains. You may crowd—by using very diminutive type—more than fourteen lines in a *fourteen agate-line* (one inch) space, or using larger types fourteen agate-line space has room only for three or four lines.

A merchant, when placing advertisements, should always contract for a larger amount of space, using for a unit not inches, but agate lines. For instance, an advertiser inserting

daily a four-inch (56 agate lines) advertisement in a newspaper uses 20,440 agate lines in 365 days. He should contract for 20,000 lines, to be used within a year, payable quarterly or monthly after proofs of insertions are submitted and found satisfactory. Using fifty-six lines daily, he pays at a certain rate, we say, five cents per line. When a contract is made for twenty thousand lines, the chances are that he can buy the same space at three cents per line, and in addition secure a good position, "next to reading matter" or "top of column."

An "em" is the square of the body of a type, of whatever size.

Most newspaper columns are 13 ems pica wide, although some are 12 or 12½ ems pica. Magazine columns are almost always wider.

Type is divided into two classes—"body" and "display." The former is that in which reading matter—newspapers, books, etc., is set, while the latter, which is always different in face from body type, is used for headings and for lines that are to be made especially prominent.

Display or job faces are rarely to be found smaller than 6-point. The sizes usually to be had ascend in even numbers of points only, as follows: 6-point; 8-point; 10-point; 12-point; 14-point, frequently; 16-point, not frequently; 18-point; 20-point, not frequently; 22-point, not frequently; 24-point; 28-point, not frequently; 30-point; 36-point; 42-point, frequently; 48-point; 54-point not frequently; 60-point and 72-point.

Type may be set "solid" or "leaded." When solid, the lines of type are close against each other; when leaded, thin strips of metal—usually two points, or one thirty-sixth of an inch in thickness—are between the lines.

"Display" in advertising means three things, the word being used interchangeably and always understood in its proper connection: Type other than body type, in which lines, words, or figures meant to be prominent are set; a manner of setting unlike that used for news or editorial matter; an advertisement largely set in display type, or in which white space is a feature.

White space is often considered as valuable for the purpose of display as display type. An advertisement can be made very striking, even though display lines may not be especially large, by the use of white space through and around it.

Nonpareil—or 6-point—type is the size most often used for items in retail advertising, although many stores consider that 8-point is as small as will be read by any considerable part of the public.

The advertiser should decide on the sizes of type he wants for "body matter"—introductories and items. He will not go far wrong if he adopts the following rule:

If items are in 6-point, introductories in 8-point.

If items are in 8-point, introductories in 10-point.

For single and double column measurements, 8- or 10-point is large enough for introductories—indeed, 10-point is sufficient size for three columns, but beyond that width, 12-point is a better size.

For headlines, the sizes to be used should be about as follows:

Single column, 12-point; double column, 18-point; three columns, 24-point; four columns, 36-point.

Above four columns the size may depend entirely on the traits of the particular advertisement.

If a second display line is to be used under a headline, it should be 6 to 12 points smaller.

It is hardly practicable to mark the size type in which every display line is to be set. The best plan is to select a certain style of type for all display lines, and leave the size to the compositors—except that headlines should be of uniform size for single-column widths, double-column widths, and so on.

As, however, all headlines of each width should be the same size, after an advertise-

ment is set up satisfactorily, count the letters in a line of each size, and do not write more than that number of letters for any lines intended to be of similar length.

An advertisement should have individuality—a personality of its own—just as most people have.

To that end, the advertiser should choose from a newspaper's supply some one "series"—*i.e.*, the several sizes in which the type is made—of a display type, and use that type in all his advertisements in that paper.

If he advertises in a number of papers, he should have all his advertisements look alike. He should, if possible, get the papers to use this particular type for him alone; failing in that, he would probably, as many advertisers do, find it advisable to buy his own display type—different from any the papers have—in which event he can be sure of its exclusive use.

"Indention" is the setting in of a line or body of type by a blank space at the beginning of the left-hand side, shown in the first line of a paragraph, which is variously indented an em or more according to the length of the line—the longer the line the greater the indention.

"Hanging indention" is an equal indention of all lines of a paragraph, except the first, which is longer than the other and hangs over them. Hanging indention is used mostly in setting items, the introductory being set in the regular, or "paragraph" indention. In single-column items, the hanging indention is usually "one and two"—first line indented one em and following lines two ems. In wider measure the indention is greater but proportionate.

"Effective display" in an advertisement consists in the quick and clear bringing to the eye—and back of the eye the mind—of the reader the one thing that will be most interesting.

With a large proportion of people, price alone is the first consideration; others will be attracted by the name of the article; still others by conjunction of name and price.

There can be no hard-and-fast rule as to exact display. It must, in its details, be governed by the character of the store, its goods, and the class of people appealed to.

As a general proposition, display of some sort is essential to a retail advertisement. But the ad-man must decide for himself what he will do.

There are numerous methods of setting display: The straight line or heading in the center of the width above body matter, perhaps re-enforced by other straight lines (also centered) about the middle or at the foot of the body matter; the straight line set to the left or right; heads or side-heads set in "boxes" of rule; side-heads without boxes; figures that are "cut-in" (partially or entirely surrounded by type) which may be either front or back of an item; figures as large as all the lines of body type in which an item is set; figures in boxes, and so on. Styles of display may be borrowed, adapted, or invented, according to the inclination or ingenuity of the ad-man.

As we said before, the length of a line in the regular newspaper column is thirteen ems pica, or two and one-sixth inches. This width—thirteen ems wide column—is adopted, with very few exceptions, by all newspapers. The number of columns in newspapers varies from five to nine. The seven-column paper is the most popular. According to the number of columns used by a paper the size, in inches, of the pages is as follows: Five-column, 11 x 18; six-column, 13½ x 20; seven-column, 15½ x 22; eight-column, 18 x 24, and nine-column—which is very seldom used—20 x 26. The above figures indicate the space occupied by composition.

12 Point Curtis-Post.

JAPANESE BOATS
Sailed Rapidly into
1234567890

18 Point Curtis-Post.

WAR RULES
The East from
1234567890

30 Point Curtis-Post.

THE PIT
By one of
123456

36 Point Curtis-Post.

START
In With
1234

48 Point Curtis-Post.

NOW
It Did
1234

24 Point Extra Condensed.

IN THE GOOD OLD SUMMER
1234567890

36 Point Extra Condensed.

DON'T LEAVE THE SEA
1234567890

48 Point Extra Condensed.

WHEN IN NEED
1234567890

36 Point Jenson Condensed.

WHEN THIS
World Comes
12345678

48 Point Jenson Condensed.

WHEN IT
Rains Fire
123456

72 Point Jenson Condensed.

TIGHT
Is This

18 Point Abbot Old Style.

THE BINGHAM
The Binghamton
1234567890

30 Point Abbot Old Style.

WHEREIN
The Mose
1234

72 Point Abbot Old Style.

EAT
Best
234

96 Point Extra Condensed.

OF HELP
12345

48 Point Della Robbia.

IS THE
Day too
12345

18 Point Della Robbia.

JUST NOW IT IS
The Parlor City that
1234567890

72 Point Della Robbia.

JAIL
In the
1234

24 Point Della Robbia.

WHEN YOU
Read the News
1234567890

18 Point Livermore.

HOSE CARTS AT
The Fire on Murray St
1234567890

24 Point Commercial Gothic.

PRINCE
Of Siam

30 Point Livermore.

HOOPER
The town in
123456

120 Point Roycroft.

US
Sin
12

48 Point Livermore.

PROPS
For all at
12345

12 Point Commercial Gothic.

FAMOUS SHIPS
Took part in the
123456

6 Point Gothic.

PICTURESQUE SUSQUEHANNA RIVER
Flows through the City of Binghamton and
1234567890

12 Point Gothic.

COVERED WITH DIRT
Never to be dug up again
1234567890

18 Point Gothic.

FISHING BOATS
For all the visitors
1234567890

24 Point Gothic.

SEPTEMBER
The dry month
1234567

36 Point Gothic.

COMING
This way
1234

48 Point Gothic.

LAWN
Tables
1234

18 Point Gothic Condensed.

WAR BETWEEN THE JAPANESE
And their old rivals in Europe
1234567890

24 Point Gothic Condensed.

COMING THROUGH THE
Rye on the shores of the
1234567890

36 Point Gothic Condensed.

SNOWING FAST
And trains arrive
1234567890

48 Point Gothic Condensed.

HAPPY BOY
The horse at
123456

12 Point Jenson Italic.

CHENANGO STREET THE
Only business section in which
1234567890

18 Point Jenson Italic.

PRINTING FRAME
In use in all the latest
1234567890

24 Point Jenson Italic.

WHEN TIMES
Are hard and pay
1234567890

36 Point Jenson Italic.

PRINTING
Presses and
123456

48 Point Jenson Italic.

A PULL
May rule
1234

72 Point Jenson Italic.

WILL
Union

12 Point Caslon Old Style Italic.

LESTERSHIRE THE ONLY
City with a great shoe factory all
1234567890

18 Point Caslon Old Style Italic.

A BUNCH OF KEYS
At one time on the boards
1234567890

24 Point Caslon Old Style Italic.

GREAT FIRES
In different sections
1234567890

48 Point Caslon Old Style Italic.

SHELL
From this
123456

18 Point Central Antique.

CUBA SAVED
Free from tame
1234567890

30 Point Central Antique.

WORLDS
To see and
12345

48 Point Central Antique.

SAW
Faces
1234

CHAPTER LXVIII

BORDERS AND ORNAMENTS

IN RECENT years the use of borders around newspaper advertisements has become the rule, rather than the exception, and rightly so. For a long time large advertisers fought their advertising managers along this line. The latter wanted to use more borders, while the former did not want to pay for the space they would take up. The advertising managers "won out," and to-day the border is the proper thing.

A border should be used primarily for the purpose of showing the reader, at a glance, the full extent of the advertisement. In its secondary use, it may be considered as an ornament to it or as a means of display. There can be no doubt that a strong border gives an advertisement a compactness that has a tendency to make it stand out well from the printed page.

It is necessary to use some means of showing the extent of the advertisement other than the column rules at the sides, and the rules, used by the printer for separating one advertisement from another. If any merchant does not think so let him look over the advertisements in any paper where they are not extensively used. He will find a large area of type matter, some display lines, and a few illustrations. His first glance reveals nothing that is likely to impress more particularly upon his mind one advertisement over another. Then let him take a page where borders are used, and notice the first advertisement that strikes his attention. It is a compact advertisement surrounded by a striking border.

The border then is one means of display whereby the merchant can attract attention to his advertisement. The more attention that can be attracted to it the more readers it will have. The more readers there are of a strong, convincing advertisement the better it will serve the purpose of the advertiser.

The border should in all cases be of a width suitable to the size of the space. The merchant using a five-inch advertisement one column wide does not want a border half an inch wide. It would serve as ornamentation and it would make the advertisement prominent only at the sacrifice of valuable space needed for the wording. It would make of the advertisement a narrow panel in which little could be said, and in which there would be no room for an adequate display line.

A 6-point border is large enough for a single-column advertisement. Anything larger is likely to defeat the object of the advertisement.

Double-column advertisements may, and should frequently have, 12-point borders. Even 16-point borders are not out of place when the advertiser can spare the space, without impairing the quality and quantity of reading matter.

Where a border is used there should be sufficient white space, or indention, surrounding the advertisement, so it will have no appearance of being crowded. This white space inside the border should be at least half the width of the border.

Borders used in newspaper advertisements should be bold and not over fancy. The delicate tracery seen in some borders render them unfit for rough use. They are more suitable for booklet and leaflet work.

Brass rules make good borders. A couple of years ago the perfectly plain rule border with round corners was considered the proper thing. Their use became so general in some papers that as a means of ornamentation they were of no use. One was reminded often of an obituary notice, when picking up the newspapers in those days. If they are used occasionally they are quite effective, but the heavier rules at least should be very infrequently used.

On page 431 are shown the different size rules, from 1 point to 12 point. On page 414 will be found four designs in newspaper borders. By using the rules or borders, similar to those shown, any advertisement can be made attractive.

The merchant who seeks distinction for his advertisements should purchase a distinct

and conspicuous border for his own use. Type foundries are now putting up small fonts of borders for that very purpose. Prices range from seventy-five cents per font upward, according to size. When a merchant has a distinctive border of his own, the readers of a paper become familiar with it, and note it every time the paper is opened. This is worth considerable to the advertiser, for they are led to think of the store, whether they read the advertisement or not.

As a rule, any advertisement set in very heavy faces of type should be enclosed in a light face border, and the light advertisement by a heavy dark border. By this rule contrast is obtained, which is very desirable for display purposes.

Brass rules, with which printing offices are usually abundantly supplied, can be used quite effectively in ornamental work. Any printer if given time can make up any design found elsewhere, providing, of course, he has the necessary stock and the time sufficient to produce the design.

Some advertisers are very partial to the use of rule boxing, and use it to excess. If rule boxing is used in moderation it is of good effect, but when used so as to panel off the whole advertisement it is an eye-trying affair to read.

A heading can be made more prominent by a rule box, but if every advertisement in a paper was set in the same way it would lose its effectiveness. The following example is a good use of rule boxing:

FALL STYLES

Note how the boxing makes the words stand out, and lend them increased prominence

It is sometimes desirable to emphasize the price where there is not space for large figures. It can be done in the following manner very nicely:

We place on sale to-day fully 1,000 pairs of Ladies' Fine Kid Shoes, Patent Leather Tips. Regular value $3.50 and $4. - - - - - - - - at

$2.75 THE PAIR

Ornaments such as fancy figures and ornamental scroll work have no place in a newspaper advertisement intended to sell goods. In the opening announcement they can be used to some extent, but in the advertisement intended to sell goods never; white space is preferable.

The following article from *Brains* shows how borders can be made at a slight cost:

"A distinctive border is as valuable as a distinctive name-plate.

"No matter how well a man may be dressed, if he wears a shabby hat his appearance is spoiled. We may say the same thing about an advertisement that is otherwise well written, but has a shabby border. The general effect, made by a well written and cleverly illustrated advertisement is spoiled by a clumsy or inappropriate border. An attractive border design increases very considerably the value of the advertisement. It captures the eyes of the reader.

"If a certain style of border is followed up for a certain length of time, the advertisements of the firm using these borders become distinctive; they will be easily recognized at a glance on account of the distinctive and characteristic border. There are stores

using the same border designs for years. No matter what size advertisement they insert in the papers, the border is never changed.

"Many advertisers do not pay the slightest attention to borders. They give instructions on their copy to the printer for 'a 3-point rule or a 2-point double rule, etc.,' and very often borders are not requested at all.

"In a small advertisement a plain 1-point rule is the best border. To attract attention a clever cut, illustrating some catch phrase, a novel arrangement of rules, the judicious use of white space or a good type display serves the purpose.

"It is different with full-page advertisements. A full-page advertisement ought to have an attractive border. I have seen the best written advertisements spoiled by a heavy, plain black border. The advertisement looked like an obituary notice. I have seen full-page advertisements with old-fashioned fancy borders around them, set up by the printer. These fancy borders are out of date; any printer may tell you that they are nothing but junk in the print shop.

"A very attractive, up-to-date border design can be made at very little expense. For instance, for flag day the easiest thing is to make an attractive and appropriate border, composed of flags by proceeding as follows: Take a print of an American flag—no matter what size—and have a zinc etching made of it, reduced, of course, to any proper size. Ask the photo-engraver for twenty-five proofs. Mark out on a piece of white cardboard the size of the border you wish to use and paste the flags around one corner, arranging them as tastefully as possible. All that is necessary is to have one corner and one-fourth part of the square finished, as is shown in the accompanying illustration from A to B.

"Order a line-cut (a zinc etching) from this copy. When you have this, order one electrotype of same and two electrotypes *reversed*, thus you will have the four corners and the sides ready for a perfect square which composes the border. The whole expense of such an attractive border will be about $2.00.

"All kinds of combinations can be made without designing, the only thing necessary

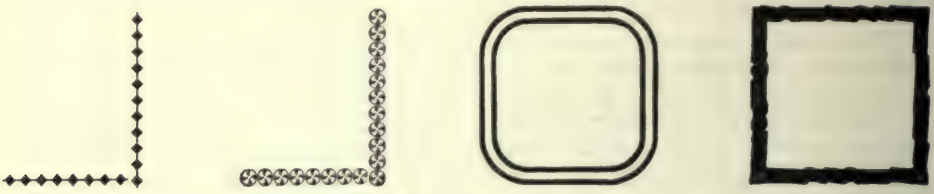


is to have good taste for arranging prints, adaptable for a border. It is not necessary to have the whole border pasted on cardboard, and a large line-cut made from same; simply order one-fourth of the square, or a part of a side and one corner.

"Photographs cannot be used for this purpose, for the simple reason that *line-cuts* cannot be made from them. Half-tones, no matter how coarse screen they may be, do not print well on common newspaper. I have seen the most attractive border designs made from prints taken from old books and magazines. If an advertising writer knows how to make use of old prints and drawings he can produce the most appropriate and attractive borders for an advertisement.

"It is well to know that the cost of zinc etchings is very reasonable—less than five cents per square inch. Electrotypes can be had for two cents per square inch. In

ordering border designs it should be remembered that if a line-cut or electrotype is ordered, the photo-engraver charges for space *between the borders*, and for this reason it is best to have the sides of the border and the corner designs made in separate blocks."



CHAPTER LXIX

SOMETHING ABOUT CUTS

THERE are five different kinds of cuts used in printing, but the printer calls them all "cuts." They are, half-tones, zinc etchings, wood-cuts, electrotypes and stereotypes. The latter two are merely reproductions of the first three or of a page of type matter already set up.

While this term may be applied by a printer as a collective word for all half-tones, zinc etchings, etc., the advertiser must be thoroughly familiar with the process by which they are made, the time required to produce them, the cost of each class, and at the same time know how to order them so as to obtain exactly what he wants.

The cuts that are used in newspaper printing are half-tones, zinc etchings, electrotypes and stereotypes, and occasionally a wood-cut. The illustrations we see in newspapers are printed mostly from stereotypes or electrotypes which are made from half-tones or from zinc etchings, more commonly called "line-cuts." The original half-tone or zinc etchings are seldom used. When printing a magazine on a large run the original half-tones or zinc etchings are kept as a reserve in case an accident should happen to the "plates" from which they are printing.



Show card in spatter work effect—this method is much in vogue and produces splendid cards

The process of making a zinc etching or a half-tone, and that of making an electrotype is different. Half-tones or zinc etchings are made by the photo-engraving process and by the use of a camera. When making an electrotype the camera is not required.

Zinc etchings and half-tones are engraved by the photo-engraver by a chemical process.

Line-cuts, or zinc etchings, can be made from pen, crayon, and charcoal drawings, prints from pho-

tographs consisting of lines or dots, printed pages or forms, or in fact anything made up of distinct lines. These should be in black ink upon white paper or cardboard.

A zinc etching cannot be made from a photograph, wash drawing, or any such copy without first making a pen drawing, nor from any drawing the color of which has not black for a foundation. Green, dark brown, or dark blue may sometimes be reproduced under the most favorable conditions, but light red, yellow, or other light colors cannot be reproduced at all by this process. Black lead pencil drawings will not reproduce by this process either.

The shading in a line-cut is produced by the different thicknesses of the lines in the pen and ink drawing.

For line-cuts zinc plates are usually used, although for very fine work copper is sometimes employed. The figures or drawings are photographed upon sensitized plates and then etched by a chemical process. This process we will briefly describe.

The pen and ink drawing is tacked upon a board which is placed before the camera, which is so arranged that it can be moved backward or forward. By increasing or less-



Outline drawing



Stipple stock cut

ening the distance from the object to be photographed, the focus can easily be adjusted so that any size plate can be secured. Very powerful electric lights are thrown on the copy, and of course in this way a very clear negative is secured on a glass plate which is covered with a specially prepared film. After the negative is developed in the dark-room the film is stripped from the glass and is carefully spread in a reverse position upon another glass plate. A highly sensitized zinc plate is pressed against the surface of the glass plate, holding the stripped film. In this position both the glass plate and the zinc plate are fastened in a frame devised for this purpose, and is then exposed to an intense light which acts upon the sensitized zinc plate. By this process an exact print is made on the zinc plate, which then is taken from the frame and coated with a thin film of ink, specially prepared for this purpose. The coating is done by a soft rubber roller. This proceeding brings out the photographed lines clearly, after which a coat of dragon powder is strewn over the plate. This dragon powder sticks to the inked surface and acts as a protector when the plate is placed in the acid. The plate is put through four different solutions, one after another, and when it is taken out of the fourth it is washed off with cold water. This solution eats away the parts not covered with the dragon powder. When the plate

is in the solution it is gently rocked to and fro by a mechanical device. After the plate is washed off with cold water it goes to the routing machine, where all superfluous metal is removed or routed away. The plate goes through a sort of chiseling process. After this is done, the plate is tacked on a wood or metal base which is made "type-high." After the plate is backed up, the finisher cuts off the sharp edges and gives the plate a general overhauling, and the zinc etching is finished. A zinc etching costs about five cents by the square inch, minimum fifty cents, which means that a line-cut amounting to less than ten square inches will cost fifty cents.



Silhouette effect

The process of making half-tones is about the same as that of making zinc etchings, the only difference being that when a photograph is taken from the copy a screen is placed between the lens of the camera and the sensitized plate. These screens are large glass plates, ruled with a diamond, and have straight lines meeting one another at right angles. One inch on such a plate may contain from sixty to two hundred lines. Half-tones can be made from photographs, wash drawings, or paintings, on which the shadings are made by the difference in the colors. The screen, when placed between the sensitized plate and the lens, breaks up the surface of the copy into small dots. Those cross lines we see in half-tones are made by the screen. Where the screens are coarser these lines are more easily distinguished than in half-tones where the screens are very fine, as, for instance, in a half-tone of 200 screens.

Half-tone engraving is the only process known at this time by which photographs, wash drawings, and things of like nature may be reproduced for use upon the printing press.

When half-tones are to be made from photographs, especially of machinery where a fine cut is desired, or the details of which it is desired to have brought out distinctly, the photographs are usually "retouched," that is, the details are clearly and distinctly painted in by hand. From $5 to $25 is frequently paid for retouching a single photograph.

For the reproduction of landscapes and scenic views (as well as machinery and other subjects, in which not only the object itself but the surroundings as well, are desired to be as truthfully shown as possible), half-tone cuts are by far the best to use.

Always bear in mind that a half-tone reproduction can be no better than the subject from which the half-tone is made, hence the necessity of first-class photographs, of retouching, or of hand-engraving of the plates.



Sixty-line half-tone

To practically illustrate the different grade of screens we herewith print three half-tones, one made with a screen of sixty lines, another with a screen of 133 lines, and the

third with a screen of 200 lines. A half-tone of a very fine screen may be used on a highly calendered or coated paper, but is absolutely worthless on common newspaper. For newspaper work a half-tone of sixty screens gives the best service. A 125-screen half-tone is used with good success on a M. F. (Machine Finished) paper, or on Super paper.

The sensitized plate used for a line-cut is zinc, and for a half-tone is copper, which is also sensitized with a solution. On this plate the print is transferred by the same process as described above when making zinc etchings. After the print is transferred, the plate is heated, and the ink becomes hard and will resist the action of the chemical bath into which the plate is placed. This bath is an iron solution which eats away all the copper left bare, and leaves the lines and dots in strong relief. In this condition the plate is called a "flat etched half-tone." To give clearness to the picture regarding



One hundred and thirty-three-line half-tone



Two hundred-line half-tone

shading, lines, etc., the etching solution is brushed over the parts which it is desired to have appear lighter. It eats away most of the copper around the dots, making them smaller. This process is called re-etching. After this is done it is tacked on to a piece of wood or metal, type-high, and is ready for the printer. The price of a half-tone varies from twelve and one-half cents to twenty cents per square inch.

Wood-cuts are used where the paper to be used for the printing is of a soft surface, but still a clear and distinct impression is desired. A wood-cut is made by taking a photograph on a sensitized surface of a wooden plate which is cut "type-high." The wood used for this purpose is called "Box-wood." The etching is not done by chemical process, but is engraved by hand. With sharp instruments the engraver follows the lines of the photograph carefully until the whole picture is engraved on the wood. Of course this process makes a wood-cut more expensive than any of the above mentioned "cuts."

The electrotype is an exact counterpart of a half-tone or a zinc etching or of type set ready for printing. In large magazines the ads are set up very artistically, using for the composition type which is very expensive. If this type was run on the presses for a large edition it would soon be worn out and ready to throw away as useless. To prevent this, each and every page of a magazine is electrotyped; that is to say, a duplicate is taken from a page, and the magazine is printed from these duplicate plates, *i.e.*, electrotypes,

The process of making electrotypes is as follows: From a half-tone or from a line-cut, or from type, an impression is taken on a composition of beeswax or *ozokerite*, especially prepared for this purpose, and which retains the minutest details of the impression. After the impression the mold is placed in a black leading machine and polished by brushes and by a composition of graphite, after which the edges are burned or scraped off from the frame to prevent the depositing of copper on the same. Then the mold is given a copper coating by the use of sulphate of copper and iron filings, after which it is placed in a tank filled with a solution of sulphate of copper, muriatic acid, and water. This solution must have a certain temperature, and also must be of a standard degree of gravity. An electrotyper must pay the strictest attention to these minute details, the non-observance of which would make the work unsuccessful. By the use of a dynamo an electrical current is transmitted through the negative rod passing down the *anode*, thus creating a chemical action in the solution, by which the copper is taken from the *anode* and deposited on the mold, called *cathode*. When this deposited copper shell becomes of sufficient thickness it is taken from the solution, and by the use of hot water the shell is separated from the mold. It is then backed up with metal and goes through a finishing process; low letters are brought out, and the surface made perfectly even. After this is done, the plate is tacked on a wooden or metal base type-high. The price of an electrotype is about two cents per square inch. Electrotypes carefully prepared stand a run of 100,000 impressions without showing much sign of wear.

There is another method of preparing plates, or cuts, called stereotyping. Stereotypes are much cheaper than electrotypes. The process is very simple. The impression is taken from a plate in a composition made of *papier-maché*. When this becomes sufficiently dry and hard, hot metal is poured into the shell and the plate is ready. The plate is then mounted in the same manner as an electrotype. A square inch of stereotype costs less than a cent.

CHAPTER LXX

PRACTICAL HINTS ON "HOW TO PREPARE COPY

THE systems in use in the advertising departments of large stores vary considerably, but in the main points are very similar. The systems must work smoothly and regularly, or the huge advertisements that are daily turned out would instantly show a hurried preparation instead of having the appearance they usually have of deliberate and calculated preparation. Yet some of these advertisements are turned out hurriedly and often "against time."

The advertising man, more than any one else connected with a store, should know the best merchandise to advertise each day of the year. By frequent consultation with the heads or managers of the different departments he knows pretty well what stocks are on hand and how they are going. He knows all lines that have been bought as leaders, all lines that have been purchased under the regular market prices, all lines that are slow sellers and that are to be cleared out at a sacrifice.

It might surprise some of the smaller merchants when it is stated as a fact that in some of the largest department stores there are no goods on either shelves or counters that have been there for a longer period than six or eight months. In some instances, where the departments are highly specialized and inventories are taken every three months, the department managers must not only turn over their stocks every so often but they must close out all stocks after they have been in the store a certain short period of time. This is an easy matter where customers are always thronging the aisles eager to buy anything that is offered under the regular price.

A--N--O--T--H--E--R

U--M--B--R--E--L--L--A

B--A--R--G--A--I--N

I--S - Y--O--U--R--S - F--O--R - T--U--E--S--D--A--Y

L-a-s-t T-h-u-r-s-d-a-y,w-e o-f-f-e-r-e-d 'o-n-e-h-u-n-d-r-e-d e-x-c-l-u-s-i-v-e u-m-b-r-e-l-l-a-s o-f-f-e-r-i-n-g f-o-r t-h-e-t o-n-e d-a-y o-h-o-i-c-e o-f o-u-r d-o-l-l-a-r U-m-b-r-e-l-l-a-s a-t 9 9 / 9-a-c-h.

This offer is even better. They are Umbrellas made of Union Silk,Taffeta, sizes and styles for both men and women. They have steel rods, lock paragon frames with choice of a very handsome assortment of Handles. In fact they are, as we have said, our regular $1.48 Umbrellas,for Tuesday only 99/ each:

THIS - TIME IT - IS - OUR REGULAR $1.48 KIND FOR 99 ¢

* *** *** ** X ** * ** ** *

S--I--L--K

S--H--I--R--T

W--A--I--S--T

S--U--I--T--S

If you want a handsome costume, made of extra quality Black Peau de Soie The Waist pleated front and back with full leg of mutton Sleeve. Skirt cut in new Kilt Style, just take a look at the handsome Silk Shirt Waist Suits, worth $18.50, priced special at $12.50 each. That is merely one of the many big bargains at our Ladies' Suit and Waist Dept.

$12.50 ea

* *** *** ** X ** * ** ** *

A - W--E--E--K - O--F - G--O--W--N - V--A--L--U--E--S

When such bargain opportunities as are now brought before you in Women's Muslin Night Gowns there will be a quick rush to benefit. It is only to make room for new stock that this week we offer you.

Your 50/ Muslin Night Gowns, specially priced but 39/ each
75/ to 98/ Muslin Night Gowns, 69/ ea; $1.00 to $1.25 Kinds 89/ ea.
$1.50 Night Gowns, $1.19 $1.75 Night Gowns for $1.39 ea
$2.00 Night Gowns, $1.59 $2.25 Night Gowns for $1.79 ea
Thats the ratio of reduction all through the line.

* ** *** ** X ** ** ** *

G-L-O-V-E-S - F-O-R - S-P-R-I-N-G - 1 9 0 5

Having just received from our Paris Office the Spring Importation of our Famous Juliette Kid Gloves, we hasten to tell you the Glad news. The Juliette is made for us by one of the best French makers. The only real Kid Glove found in the city for One dollar, perfect in fit, style & finish, in all the new shades of Tan, Mode, Grey, Brown, Red, Pearl, Navy, also White and Black.

$1.00 pr.

T-O C-L-O-S-E O-U-T

At our Trimming Dept. all our Fur Bandings, Fur Tails, Fur Heads, in fact everything in the line of Fur Trimmings, we will for a time let you take your choice AT HALF PRICE. Come see what we have. You will find what you want and save just half its value.

I-N - L-I-N-E-N

We give you chance to buy an extra fine Bleached Satin Damask, 72 in. wide, in a new and handsome range of patterns for $1.25 Yd 54 in. Pure Linen Satin Damask, 98/ yd Hemmed Huck-a-back towels,sized 20 x 40 in. all white,or with Blue & Red Borders 25/ ea

O-R-G-A-N-D-I-E-S

The beautiful French Goods, White and Black Grounds, prettily patterned with Colored figures, also Dresden effects, are found at our Counter for High Class Thin Goods in South Annex. They are the very best Qualities and there is nothing prettier for Summer Dresses, 37-1/2¢ & 50/ a yd. is the price. Take time to see them.

W-A-S-H - G-O-O-D-S

Looking much like Fouldardette we want you to see the "SATIN LIBERTY" in white, Navy, Black, Silver Grey,Pongee and Brown Grounds, patterned with small neat figures, Rings, dots, etc.

GINGHAMS Those fine beautiful kinds, made by D. & J. Anderson, beautifully plaided and striped in lovely shades of Blues, Pinks, greens, greys, & Combinations for 40/ yd.

PRINCESS VOILE is a checked Material self colored, in Brown Green, Blue, Navy, Pongee and Black, for 25¢ a yard.

B-O-Y-S B-L-O-U-S-E-S

For years we have experimented with different makes in the hope of securing the best Boys' Blouse on the market, and think that for quality, wear, style, assortment and fit that we have found it in the "K and F" which are made under the best sanitary conditions by well paid operators and found nowhere else in town, as we control their sale in Hartford. Sale range is 3 to 16 years, prices from 50/ to $2.00 They are found in our Boys' Dept.

W-A-S-H F-L-A-N-N-E-L-S

Being non-shrinkable, fast color and medium weight Wash Flannels are quite the ideal fabric for Ladies Sprins Shirt Waists.

Scotch Flannels, the reliable kinds in large and pleasing variety can be had at 25¢ 37-1/2¢, 45¢ & 50¢ yd.

"Vivella"the Queen of all, is a very finely woven Flannel of English Make, guaranteed non-fadeable and unshrinkable. You have choice of at least 65 patterns, including White & Black & White and Grey, 75¢ a yd. It is 32 in. wide and found at our Domestic Dept.

BOYS' SUITS Double breasted style of all wool goods, for Boys 8 to 16 are of special value at $2.50, $2.75 Better ones up to $10.00

TOP COATS Spring Styles priced from $3.50 to $15.00 ea

BROWN, THOMSON & CO.
HARTFORD'S SHOPPING CENTER.
MONDAY, MARCH 6, 1905.

ANOTHER UMBRELLA BARGAIN
—Is Yours for Tuesday—

This Time It is Our Regular $1.48 Kind for 99c Ea

LAST THURSDAY WE CARRIED CHRISTMAS ENCOURAGEMENT OFFERING FOR THAT ONE DAY CHOICE OF OUR DOLLAR UMBRELLAS AT FIFTY-NINE CENTS EACH . . . . . .

This offer is even better. They are Umbrellas made of Union Silk, Taffeta, sizes and styles for both men and women. They have Steel Rods, Lock Paragon Frames, with choice of a very handsome assortment of Handles. In fact they are, as we have said, our regular $1.48 Umbrellas, for Tuesday Only, 99c Each

SILK SHIRT WAIST SUITS

If you want a handsome Costume, made of extra quality Black Peau de Soie—the Waist pleated front and back with full leg-of-mutton sleeve, Skirt cut in new Kilt style—just take a look at the handsome Silk Shirt Waist Suits, worth $18.50, priced Special at $12.50 Each. That is merely one of the many big Bargains at our Ladies' Suit and Waist Department $12.50

A WEEK OF GOWN VALUES

When such Bargain opportunities as are now brought before you in Women's Muslin Night Gowns, there will be a quick rush to benefit. It is only to make room for new stock that this week we offer you:

Regular Fifty Cent Muslin Night Gowns Specially Priced but . . . . . 39c Each

50c and 69c Kinds . . . 39c Each
69c to 89c Kinds . . . 49c Each
89c Night Gowns . . . 69c Each
$1.00 to $1.25 Kinds . . . 89c Each
$1.50 Night Gowns . . . $1.19 Each
$1.75 Night Gowns for . . . $1.39 Each
$2.00 Night Gowns . . . $1.59 Each
$2.25 Night Gowns for . . . $1.79 Each

THAT'S THE RATIO OF REDUCTION ALL THROUGH THE LINE.

GLOVES FOR SPRING, 1905

$1 Pr.

Having just received from our Paris Office the Spring Importation of our Famous "JULIETTE" Kid Glove, we hasten to tell you the glad news. The "JULIETTE" is made for us by one of the best French makers. The only real Kid Glove found in the city for One Dollar—perfect in fit, style and finish; in all the new shades of Tan, Mode, Grey, Brown, Red, Pearl, Navy, also White and Black.

TO CLOSE OUT

At our Trimming Department all our Fur Bandings, Fur Tails, Fur Heads—in fact, everything in the line of Fur Trimmings, we will for a time let you take your choice AT HALF PRICE! Come, see what we have. You will find what you want and save just half its value.

ORGANDIES

The beautiful French Goods, White and Black Grounds, prettily patterned with Colored Figures—also Dresden effects—are found at our Counter for High-Class Thin Goods in South Annex. They are the very best qualities and there is nothing prettier for Summer Dresses—37-1/2¢ and 50c a Yard is the price—take time to see them.

BOYS' BLOUSES

For years we have experimented with different makes in the hope of securing the best Boys' Blouse on the market, and think that for quality, wear, style, assortment and fit that we have found it in the "K and F" which are made under the best sanitary conditions by well paid operators and found nowhere else in town, as we control their sale in Hartford.

Size range is 3 to 16 years, prices from Fifty Cents to Two Dollars.

They are found in our Boys' Dept.

SUITS—Double Breasted style, of All Wool goods, for Boys 8 to 16, are of special value at $2.50 and $2.75. Better ones up to $10.00.

TOP COATS—Spring styles, priced from $3.50 to $15.00 Each

IN LINEN...

We give you chance to buy an extra fine Bleached Satin Damask, 72 inches wide, in a new and handsome range of patterns for 81.25 a Yard.

54-inch Napkins to match, $1.98 Doz.

Hemmed Huck-a-back Towels, sized 20x40 in., all White, or with Blue and Red Borders, 25c Each.

WASH GOODS

Looking much like Fouldardette, we want you to see the "SATIN LIBERTY," in White, Navy, Black, Silver Gray, Pongee, and Brown grounds, patterned with small, neat figures, rings, dots, etc.

GINGHAMS—Those fine, beautiful kinds, made by D & J Anderson, beautifully plaided and striped in lovely shades of Blues, Pinks, Greens, Greys, and Combinations, for 40c a Yard.

PRINCESS VOILE is a checked material, self colored, in Brown, Green, Blue, Navy, Pongee, and Black, for 25c a Yard.

WASH FLANNELS

Being non-shrinkable, fast color, and medium weight, Wash Flannels are quite the ideal fabric for Ladies' Spring Shirt Waists.

Scotch Flannels, the reliable kinds in large and pleasing variety, can be had at 25c, 37-1/2c, 45c, and 50c a Yard.

"VIVELLA," the Queen of all, is a very finely woven Flannel of English make, guaranteed non-fadeable and unshrinkable. You have choice of at least 65 patterns, including White and Black and White, for 75c Yard. It is 32 inches wide and found at our Domestic Department.

In the majority of large stores the department managers or buyers take their special offerings to the advertising manager, insisting on space being used in their exploitation. Where this method prevails the advertising manager always has more items offered him than he can use. He usually selects those he thinks most suitable for the day's advertisements and leaves the rest.

Weather conditions play an important part in the choosing of each item. Seasonableness is of the utmost importance. Even the days of the week are fraught with meaning to the advertising manager. Mondays and Saturdays are the big days, and any department may be safely advertised for those days. "Ready-mades" are especially good for Saturdays, while household lines, such as linens, upholstery, carpets, furniture, etc., sell better during the week.

All advertisers should keep scrap books, not only of their own advertisements, but of fine specimens, ideas, schemes, sales plans, etc. In the course of a few years these scrap books will become more valuable to the advertiser than all the books ever written upon the subject can be.

It is necessary for the advertising man to keep up to date, to have the very latest information. To obtain this he must read constantly the best books and periodicals bearing on his business. In this reading many new and novel ideas come to him, which unless preserved in note book or scrap book are afterward forgotten. These ideas may be worth thousands of dollars if followed up but they are not worth a cent to him who forgets them.

Through the courtesy of *Brains*, Deposit, N. Y., there are reproduced here a number of illustrations on "How to Prepare Copy." These plates show at a glance just how the advertising writers for the firms represented prepare their copy for the printer.

On another page is shown the copy as prepared by the advertisement writer of Brown, Thompson & Co., Hartford, Me., for the printer and his production of the finished advertisement. This copy is neat and the layout clearly indicated.

Mr. E. H. Leonard, advertising manager for Shepard Norwell Company, Boston, Mass., gives us his methods of preparing advertisements for a large department store. He says:

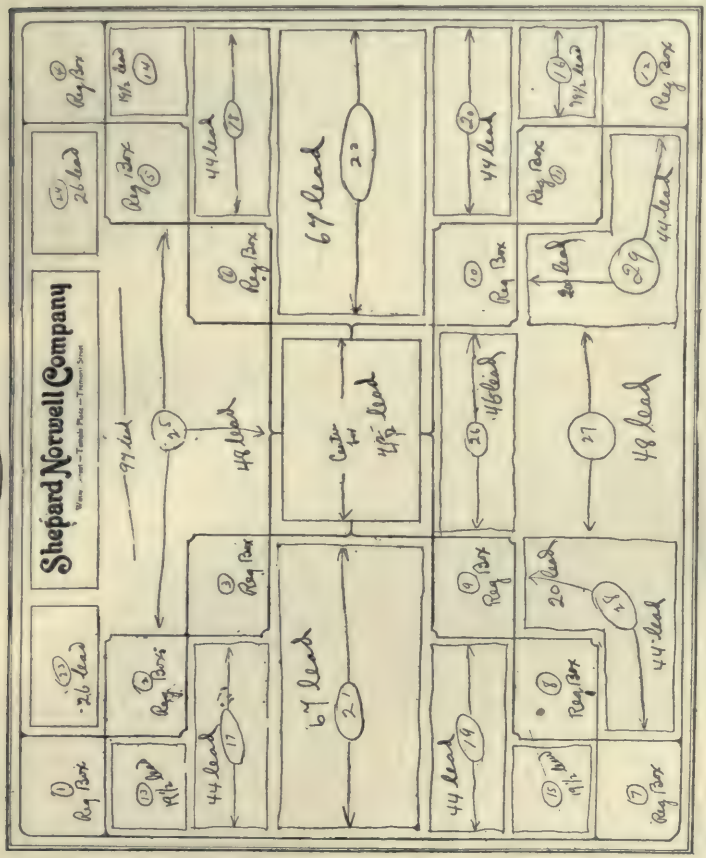
"The mission of an advertisement is, first of all, to create attention. A paying advertisement invariably contains certain striking features to hold the eye long enough to induce interest.

"Cuts are conceded to be best of all, providing they talk—that is, both attract and illustrate the article for sale. Better utilize the space for other departments than to use a poorly made and insignificant picture.

"However, the problem of producing business-pulling advertisements for a department store where sixty-five or seventy enthusiastic buyers are clamoring for double and triple column 'stunts' to chronicle their recent purchases, and the advertising appropriation allows for about one-third the space needed to satisfy the buyers, it behooves the advertisement writer to scratch his "think tank" for schemes whereby he can produce an announcement that will take in all the departments, and, at the same time, make it attractive—without cuts.

"Presuming there are many advertisement writers who occasionally bump up against just such a proposition, and in their dilemma become excited and nervous, have a disagreeable moment or two with the proprietor, the buyers, and others—to say nothing of the sympathizing printers (to whom we always appeal)—I have preserved the "order sheets" of a Sunday advertisement and am forwarding same to you for reproduction in *Brains*. These sheets are sent you because the advertisement was a good trade puller—it not only filled the store with shoppers on Monday and Tuesday, but hundreds of mail orders were received for goods advertised, and the week is not half over. In addition to this proof of resultful advertising without cuts, we have received a number of personal letters from prominent people in this vicinity who compliment the store on 'such clean, attractive advertisements,' showing that the announcements are noticed, read, and believed.

"On Wednesday mornings I draw up diagrams and plans for the following Sunday advertisements. (We use four Sunday papers.) The sheet herewith marked No. 1, shows my method of featuring thirty departments in one of the newspapers. This design went to the printers on Wednesday, with complete instructions on the margin.

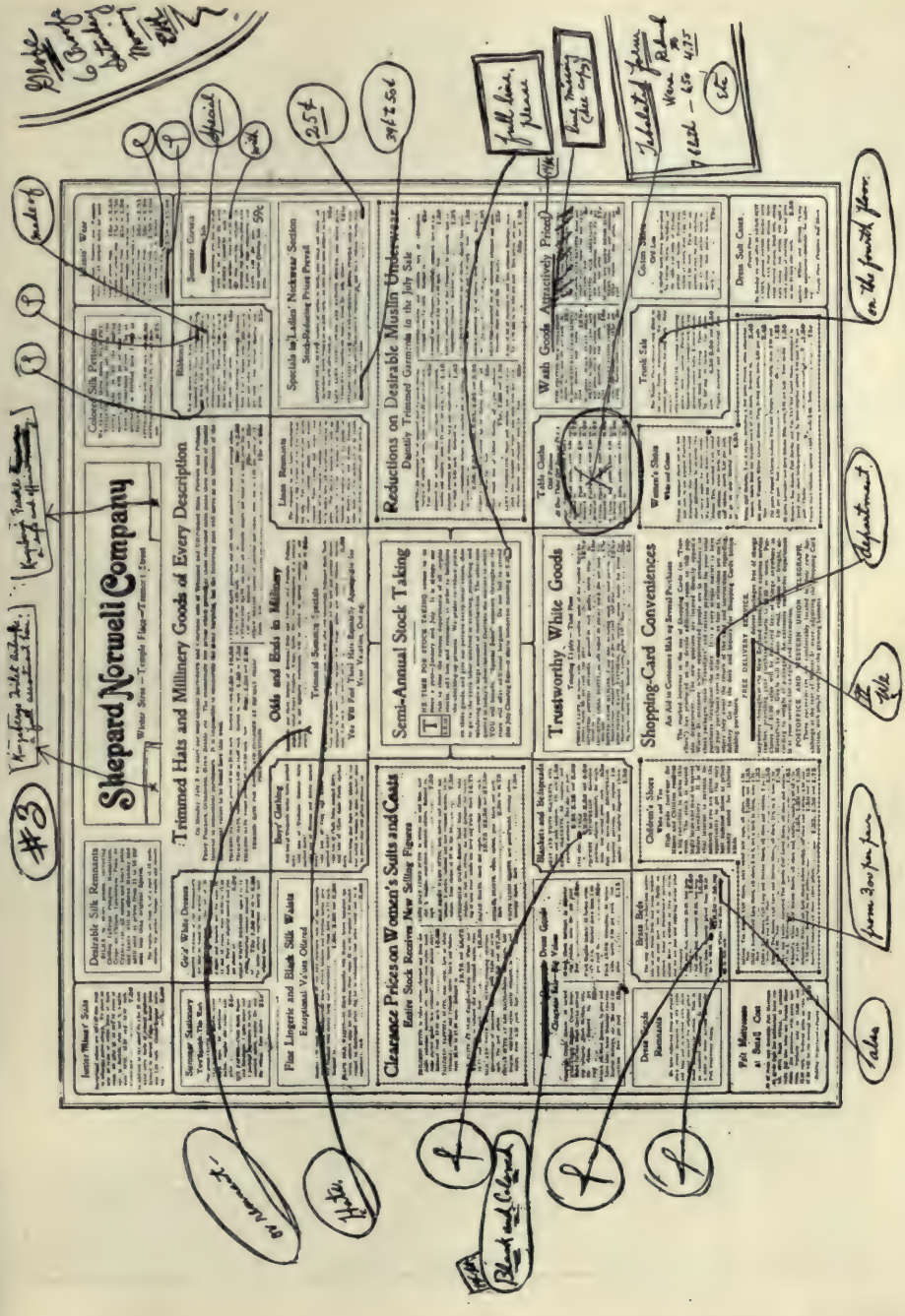


"Thursday morning I had the completed 'dummy' in rule and type form. (See No. 2.) I began this day's work by writing copy for the various sections of the layout, preparing, first, the introduction or 'store talk' for the center box—which, by the way, answered for

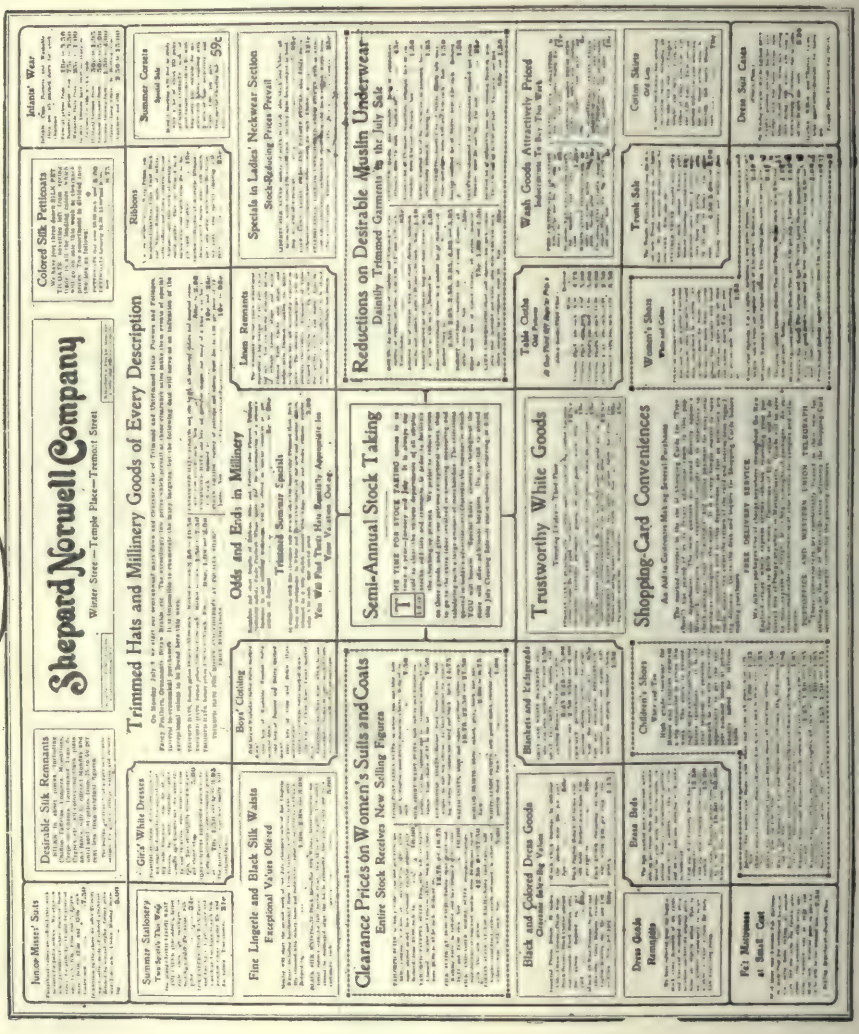
all departments. On each copy sheet I wrote instructions to the compositors—for instance, on 'Semi-Annual Stock Taking' copy I placed the following: "D. C. box—center of advertisement—8-point antique leaded—see dummy.' Thus I moved from one section of the advertisement to the other until all were comfortably filled, and the roll of copy, together with both layouts, Nos. 1 and 2, were delivered to the printers Thursday evening.



On Friday morning I had a completed proof, as per instructions on margin of No. 2. After careful reading and after making a few alterations to relieve the congested state



of some sections, as noticed on proof No. 3, and positive authority from all buyers for stated values and sale prices, the proof was submitted to the proprietor for approval. It passed. This sheet then went to the newspaper for corrections, with request for six revises Saturday.



"Plate No. 4 represents corrected advertisements with final O.K. and instructions, and stands just as it was published in the *Globe* of July 8th."

The above plate shows the copy, dummy and advertisement of Ike Stern & Co., Danville, Ill. Its original size was fifteen inches three columns. The dummy is clear and indicates everything essential to give the printer the idea to be followed.

IKE STERN & CO.
(name out)

WOMEN'S REDINGOTES $11.95, $18.95 AND $19.85

The popularity of the Redingote as a coat for between-seasons wear, is attested by the many women who have purchased them this year. Constructed on entirely new lines, and with an element of style peculiar to themselves, it's little wonder that they have leaped into such favor.

The best styles, and many pretty, new shades are shown in our line, and every woman should have one of these important attributes to the Easter warirobe.

Redingote made of extra quality taffeta silk, shirred around waist and over sleeves. A regular $15.00 value at $11.95

Redingote made of fine soft finished taffeta; cut 45 inches long; elegantly tailored; may be had in brown, green or black. A regular $25.00 value at $19.85

60-inch Redingote made of fine black taffeta; shirred over hips; has the new shirred sleeves. A $23.50 value at $18.95

WOMEN'S SILK SUITS FOR SPRING

All the best metropolitan styles are correctly mirrored in this comprehensive showing, and each has a price attached that will make buying easy for you:

Women's man-tailored silk blouse suits, in black taffeta only. These garments are made so that the coat may be worn separate with any other garment. Each $12.95

Women's silk tailor made suits in the new Surplice effects, as well as the Blouse and Redingote. A splendid collection of colors and styles, at about a half of what you would pay to have them made to your measure, to say nothing of the long wait entailed. Prices from $15.95 to $35.00.

CHILDREN'S SPRING COATS

A wide variety of all the prettiest styles for little folks, and made in a manner that insures good wear and proper retention of fit shape.

Children's Reefer Coats, made of fine Pongee silk with cape collars trimmed in lace medallions. Sizes 2 to 14 years; each $2.95

Children's mohair Coats; made with extra large pique collars trimmed with row of embroidery inserting. Ages 2 to 6 years. Each $3.48

Children's Box Coats of extra quality Sicilian cloth. Made with large sailor collars of the same fabric in contrasting colors. Handsomely trimmed in braid. May be had in blue, white or brown. Each $4.69

Children's Sicilian, broadcloth, and serge coats in all the dainty shades for little tots up to 3 years of age. Mother making baby a coat when you can buy them ready made at this price: Each $4.98

INFANTS' LONG COATS

We are showing an immense collection of these garments in Bedford Cords, Cashmeres, Mohairs, and Silks. Each one is well made, and of the best materials. Each $1.25 to $10.00

INFANTS' DRESSES AND WASH CAPS

Infants' dresses never had a better showing than they have here this season. The line is unusually well selected, and you will have no trouble in finding anything that the baby may need, while the prices are just the kind you will feel like paying.

The new washable Caps for babies are about the handiest thing we have seen in this line. They are laced up with dainty ribbons, and when they need washing, you have but to unlace them, and wash and iron them like any ordinary piece of embroidery.
Prices from 49c to $1.50

See Our Window Display of Infants' Wear

14½ in on 3 col. Monday 4/17/05

Ike Stern & Co.
(name out)

Womens Redingotes 11.95. 18.95 + 19.95

2 ll Borders

Ike rules as indicated

The popularity

cut 111 G

11.95

19.85

18.95

Womens Silk Suits for Spring.

are the best

Childrens Spring Coats

cut 120 G

cut 121 G

Infants' Dresses and Wash Caps

Infants' Long Coats

See our window display of infants' wear

Ike Stern & Company.

NEWS.

Ike Stern & Co.

Gus M. Greenebaum, Pres.

Women's Redingotes 11.95, 18.95 and $19.85



The popularity of the Redingote as a coat for between-seasons wear, is attested by the many women who have purchased them this year. Constructed on entirely new lines, and with an element of style peculiar to themselves, it's little wonder that they have leaped into such favor.

The best styles, and many pretty new shades are shown in our line, and every woman should have one of these important attributes to the Easter wardrobe.

Redingote made of extra quality taffeta silk, shirred around waist and over sleeves. A regular $15.00 value at $11.95.

Redingote made of fine soft finished taffeta; cut 45 inches long; elegantly tailored; may be had in brown, green or black. A regular $25.00 value at $19.85.

60-inch Redingote made of fine black taffeta; shirred over hips, has the new shirred sleeves. A $23.50 value at $18.95.

Women's Silk Suits for Spring

All the best metropolitan styles are correctly mirrored in this comprehensive showing, and each has a price attached that will make buying easy for you.

Women's man-tailored silk blouse suits, in black taffeta only. These garments are made so that the coat may be worn separate with any other garment. Each $12.95.

Women's silk tailor made suits in the new Surplice effects, as well as the Blouse and Redingote. A splendid collection of colors and styles, at about a half of what you would pay to have them made to your measure, to say nothing of the long wait entailed. Prices from $15.95 to $35.00.

Children's Spring Coats

A wide variety of the prettiest styles for little folks, and made in a manner that insures good wear and proper retention of shape.



Children's Reefer Coats, made of fine Pongee silk with cape collars trimmed in lace medallions. Sizes 2 to 14 years, each $2.95.

Children's mohair coats; made with extra large pique collars trimmed with row of embroidery insertion. Ages 2 to 6 years, each $3.48.

Children's Box Coats of extra quality Sicilian cloth. Made with large sailor collars of the same fabric in contrasting colors. Handsomely trimmed in braid. May be had in blue, white or brown. Each $4.69.



Children's Sicilian, broadcloth and serge coats in all the dainty shades for little tots up to 3 years of age. Mother making baby a coat when you can buy them ready made at this price. Each $4.98.

Infants' Long Coats

We are showing an immense collection of these garments in Bedford Cords, Cashmeres, Mohairs and Silks. Each one is well made, and of the best materials. Each $1.25 to $10.00

Infants' Dresses and Wash Caps

Infants' dresses never had a better showing than they have here this season. The line is unusually well selected, and you will have no trouble in finding anything that the baby may need, while the prices are just the kind you will feel like paying.

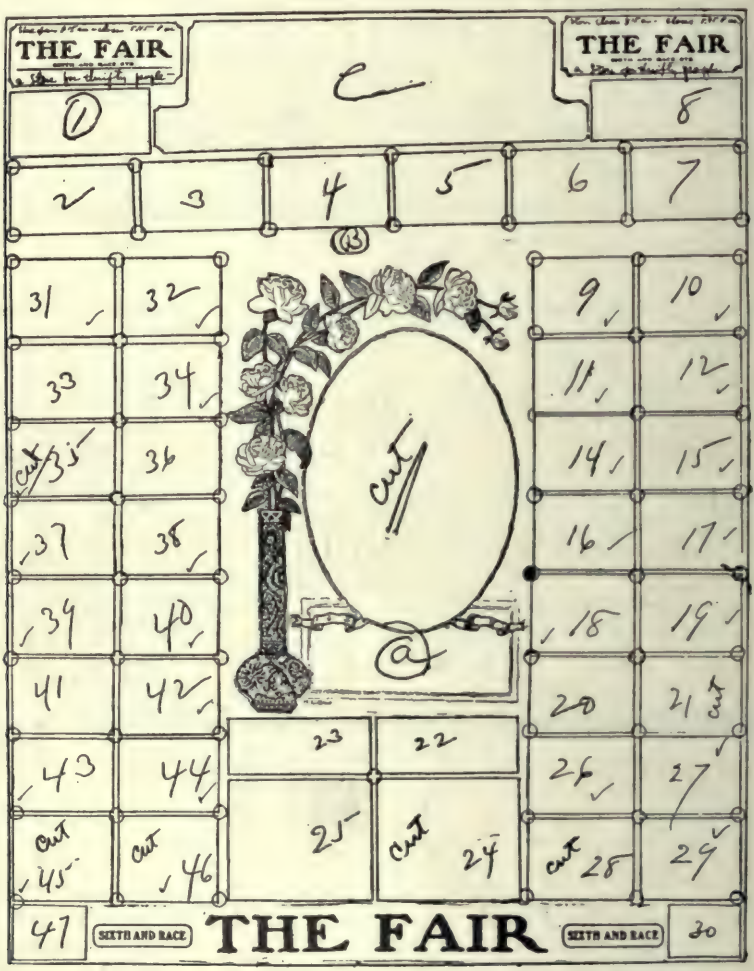
The new washable caps for babies are about the handiest things we have seen in this line. They are laced up with dainty ribbons, and when they need washing, you have but to unlace them, and wash and iron them like any ordinary piece of embroidery. Prices from 49c to $1.50

See Our Window Display of Infants' Wear.

Ike Stern & Company

SCRAPS

On this and the following page are shown a dummy and completed advertisement of The Fair, Cincinnati, Ohio. This dummy is as neat as it can be and clearly indicates the layout of the advertisement. The arrangement of this advertisement is certainly good. It is rather hard to arrange so many items all of about the same importance and all to occupy about the same amount of space in any other manner than in boxes so as to be at all satisfactory. Here we have forty-six items, all separate, all properly displayed,

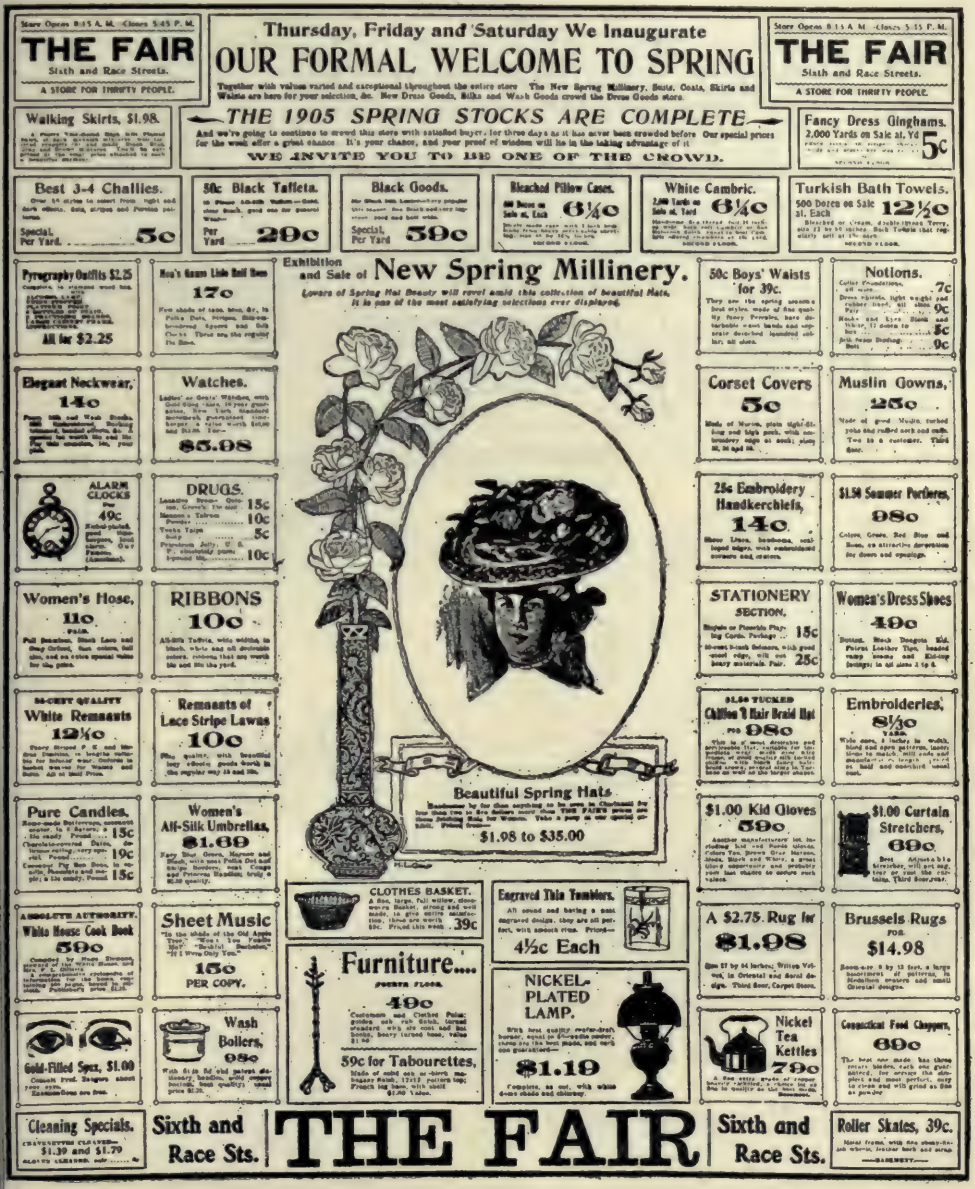


and the advertisement has a well balanced appearance. The illustration and mortised border for the illustration helps to give this advertisement a finished effect by giving the eye a central point to light upon.

On the plates on pages 428 and 429 are shown the dummy and complete advertisement of The Fair, Ft. Worth, Texas. The original advertisement was twelve inches across five columns. The copy, which was written upon separate sheets of paper from the dummy, was numbered to correspond with the positions numbered on the dummy.

The dummy as prepared by Mr. J. Montgomery Brown, the advertising manager of The Fair, is very plain and can be easily followed. The method of laying out an advertisement is here practically shown. In the first place the exact size of the advertisement

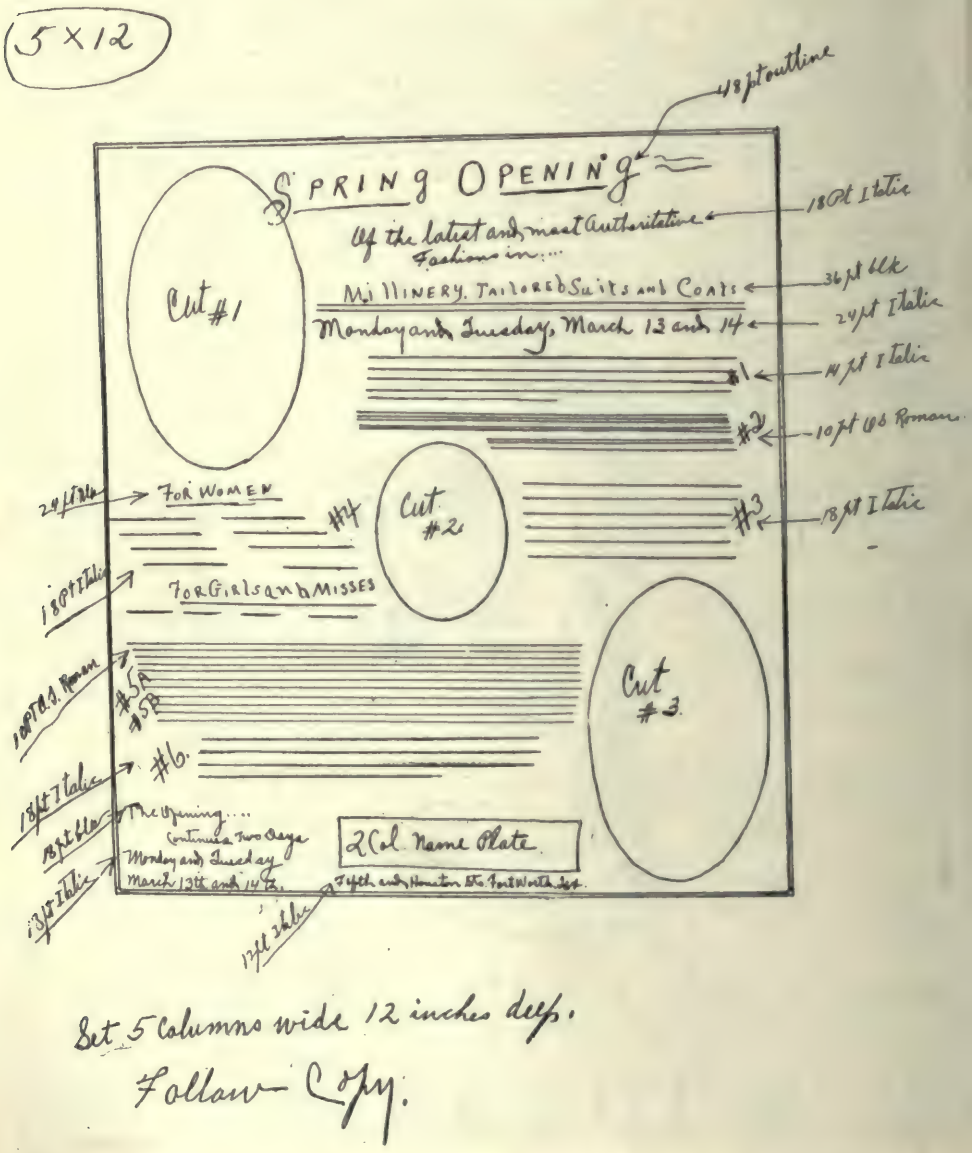
is ruled off. (The reproductions shown here are considerably reduced in size.) The number of illustrations are then decided upon and the space and position they are to



occupy are indicated on the dummy. This done the balance of the space shows clearly how much text or type matter can be used.

The headline and introduction are next shown. The headlines and sub-heads are usually written on the dummy as here shown. The introductions and items are best shown by parallel or wave lines drawn to indicate the space they are to occupy and the place where they are to appear.

The advertising man who is well versed in type styles and sizes has a great advantage over the one who knows practically nothing about them and a greater advantage over the one who knows just enough about them to make his knowledge troublesome both for himself and the printer. The knowledge of type styles and sizes gives the advertising



man a chance to have his advertisements appear always just as he wants them. If he indicates italics, italics will be used, if a heavy faced type is demanded and named that face and no other will be used.

It will be noted in this dummy that each style of type and each size of type to be used is clearly indicated. It will also be noted that this advertisement is a good one. It is out of the ordinary run of advertisements.



SPRING OPENING

Of the Latest and Most Authoritative Fashions in....

Millinery, Tailored Suits & Coats

Monday and Tuesday, March Thirteen and Fourteen

This will be the first Complete Exhibit for the Coming Season – An Exposition of New Styles in Practical, Fashionable Spring Hats, with all the effectiveness of style and elegance of design that European Milliners and our own skilled designers have produced

You will learn more about new styles in half an hour in this department than by anything else you might do. The cases are filled with bright new hats; not limited to elegant trimmed styles, but ready-to-trim, and the smart street hats. Hundreds of new trimmings are displayed. Every woman who is interested in correct styles is invited and urged to come.

For Women

Millinery, Separate Skirts, Evening Gowns, Silk Coats, Street Costumes, Shirt-Waist Suits, Tailored Suits, Shirt-Waists.

For Girls and Misses

Millinery, Dresses, Suits, Coats.



The new shapes are decidedly different in style.. The Tricorne, the Continental, the Marquise, the Napoleon; these are all variations on the same theme in millinery—the knocked-in and tip-tilted shape... This is the style that will be the dress hat of the season.



The Paris fashion creators are still drawing their inspiration from that period of French history which set the world aghast, and the mainsprings for which were in no small degree supplied by our own revolution.

The Louis XVI and Directoire periods are again the leading note. In no small degree the styles of the coming spring and summer re-embody the costumes worn by the court of the ill-fated monarch and his queen. Speaking more particularly, what is known as the Marie Antoinette style is more strongly accentuated than it was a year ago. It is most apparent in the pointed waist and the draped bust. An unusual opportunity for the gratification of the desire for distinctiveness is offered in the sleeves, which are in all degrees of elaboration and variety.

A beautiful display of Women's Wearing Apparel, more extensive and more exclusive than ever before, embracing only styles upon which Fashion has set the seal of approval.

Those of our customers who desire to make selections during the Opening Days will be afforded every opportunity... But whether you come to look or to buy, you are equally welcome

The Opening.....

Continues Two Days

Monday and Tuesday, March 13 and 14

The Fair

Corner Fifth and Houston Streets, Fort Worth, Texas

CHAPTER LXXI

HOW TO READ AND MARK PROOF

THE technicalities of the composing-room are more or less of a mystery, even to one who has had long experience in the preparation of advertisements. The manner in which advertisements are set and displayed is often just the difference between a *good advertisement* and a bad one; *one that pays* and one that does not pay. It is vitally important, therefore, that the person who writes an advertisement should know exactly how he wants it to look when in type and also how to indicate his wishes to the compositor.

If the directions and examples given are carefully followed, we believe the advertiser will get better results from his printer, and consequently *larger returns from his advertising.*

Proof-readers' marks are corrections indicated for the printer, on proof-sheets, which may be said to consist of two parts: 1, The body of type, which is to be corrected; and 2, the broad white margin, on which the corrections are marked. The technical marks employed to correct errors by compositors have been the same from the infancy of the art of printing until the present day, and by long use have approved themselves to all who read for the press. There are few industrial occupations demanding more exact-



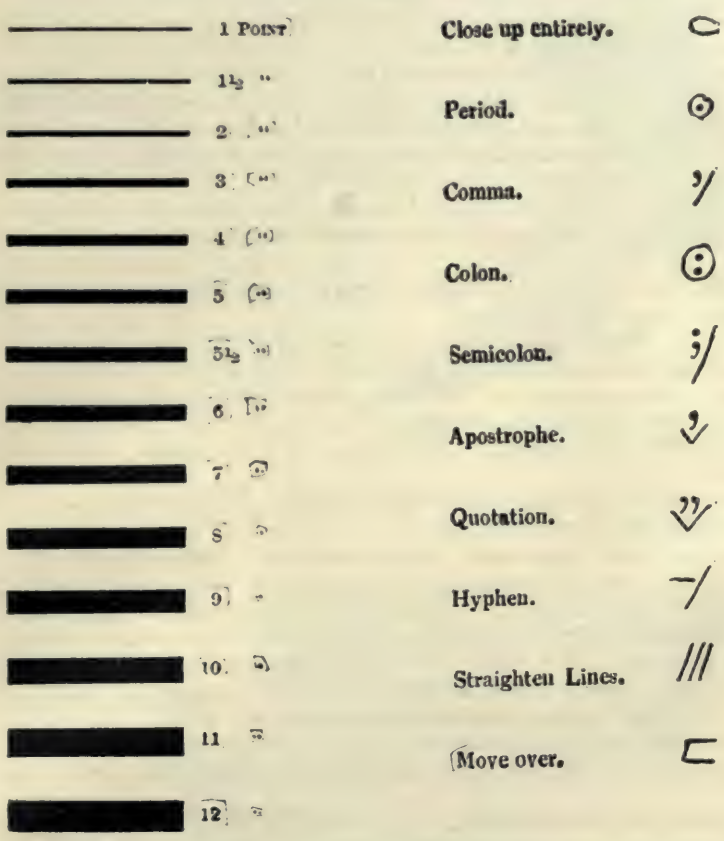
ing application than proof-reading. There can be none in which wide reading and general knowledge are more useful.

A proof comes from the printer in "galley" form, having in the top right-hand corner its consecutive number, and with it printers usually send printed directions to non-professional proof-readers, in terms like the following:

1. Read carefully, ESPECIALLY for errors in NAMES, ADDRESSES, and technical words.
2. Return the ORIGINAL COPY with the proof.
3. Write on proof order for NUMBER OF COPIES WANTED, if not already given.
4. Mark "O.K.," or "O.K. with alterations." as the case may be, signing your name, so we may know that proof has reached the proper person.
5. Don't send verbal explanations by message-boy when it is possible to write them.

An observance of these few hints will prevent most of the errors likely to occur.

There are two general classes of correction-marks: 1, those marked in the body of the type, to point out the exact location of any needed correction; 2, those written in the margin, to show the nature of the correction desired to be made. In their turn, each of these is subdivided; the marks inserted in the type comprising: *a*, strokes drawn through letters, words, or marks of punctuation; *b*, carets and inverted carets; *c*, horizontal curves; and *d*, underscoring with lines and dots. The signs used in the margin may be classified as, *e*, words, letters, punctuation, etc., that are intended to take the place of errors in the type, or to supply omissions; *f*, abbreviations of such terms as "transpose," "wrong font," etc.—words which indicate to the compositor the kind of error that has been committed—and *g*, certain conventional signs which have come down from the



early days of the art of printing. These two classes of signs should always be used in conjunction. Every error marked in the type must have a corresponding mark in the margin, to attract the compositor's attention. No mark should be made in the margin which has not some corresponding mark in the type. But the two classes of marks must be kept in their proper places. In the type are to be placed *only* those marks which indicate the place at which an error has been made. The margin is reserved for marks denoting the nature of the desired correction.

Though the errors which are possible of occurrence in the setting of type, whether from poor copy or careless or incompetent compositors, are numerous, all, or nearly all, of them may be classified and arranged under the following heads: 1, the need of insertion of new or omitted matter; 2, the expunging or striking out of letters, signs, or mat-

ter improperly inserted; 3, the substitution of other letters, signs, or matter in the place of errors; 4, transposition; 5, inversion; and 6, spacing.

The proof, when marked, is returned to the printer, who proceeds to make all necessary corrections. The compositor is usually paid by time for making corrections, and a serious item of expense will be incurred by numerous or unnecessary alterations. In some offices a ring or loop is drawn round the marginal mark of an error which is not the fault of a compositor.

A few general suggestions are necessary.

The question of the division of words into syllables should be settled by reference to a dictionary. As a rule, not more than three syllabic divisions are allowed in consecutive lines, unless in very narrow columns, more are absolutely inevitable.

In cases of doubt, strike out the matter to be corrected and rewrite it in the margin exactly as it should appear in the type.

The logotypes fi, ffi, are used instead of the separate letters, fi, ffi. When æ is desired in place of ae, it is indicated by a horizontal line or curve above the two letters.

The following errors are somewhat difficult of detection: 1, changes of font, when the types of the two fonts are much alike; 2, inversion of s and x; 3, the occurrence of inverted n, u, b, and p, for u, n, q and d, respectively.

Differences in fonts can be learned only by experience. The principal differences are in the shape of the letters, the thickness or blackness of the lines, and the size of the face.

Inverted s and x may be detected by the fact that the lower part of these letters is slightly larger than the upper part.

The main differences between n and inverted u, b and inverted q, d and inverted p, lie in the small projections called serifs which start at right angles from the sides or stems of these letters. For example, in n the serifs, or projections, at the bottom of the letter are seen on both sides of the prongs or "legs." In u the projections are seen on but one side. The differences in the other pairs of letters will be readily detected upon examination.

Other inversions for which it is well to be watchful are those of the letter o, the cipher, the period, the comma and the colon.

The spacing of the punctuation requires some care. Notice that the comma follows immediately the preceding word, but is separated by a slight space from the word that follows; that the semicolon and colon stand a little way off from the preceding word; that the period is followed by a considerably greater space than the other points.

Type is set either "solid," that is, without spacing between the lines, or "leaded," that is, with the lines separated by thin strips of type-metal, known as "leads." When but one "lead" is used between each pair of lines, the type is said to be "single-leaded"; when two "leads" are used, the type is said to be "double-leaded." Errors in leading are of two kinds: 1, omitting leads; and 2, inserting them where they are not needed.

Words may be carried up or down, to the right or left, by means of brackets placed about the words and repeated in the margin. The significance of the brackets is as follows:] means "carry to the right;" [means "carry to the left;" ⌐ means "move up;" ⌙ means "move down."

Corrections are made in the margin nearest which they occur. If the corrections are numerous, it is well to draw lines from the marks in the type to those in the margin.

The accompanying tables of proof-readers' marks and abbreviations will show the marks that are used to indicate the errors on the proof sheets.

We also present a copy of a corrected proof sheet of an advertisement. With this is the advertisement as it appears after correction. A careful comparison of the errors made in the proof and the marks indicating the errors and the corrections with this corrected copy will explain all there is about proof-reading with very few exceptions.

We will briefly glance over some of the errors shown in the proof. In "Faultless" and "Fitting" letters are omitted. The error of omission is always indicated by a caret

at the place of omission; the letter, word, or character omitted is placed in the margin, in this case, the letters u and t.

In Fall the last "l" is of a slightly different style of type. The proper way to indicate that a letter or other character is wrong is to draw a stroke or line through it. In this case the abbreviation "w.f." is used in the margin to indicate that it is the wrong style of letter. If there had been some other letter used instead of "l" it would have been marked the same way in the type, but the correct letter to be used would be noted in the margin.



Note the ends of the lines opposite the cut. Note the letters, r, e and g that have fallen below the regular line. Note also f at the beginning of the second line. The correction to this fault is simple and easily remembered.

A little further down, in the fourth line counting from the top of the small-type matter there is a space that is held up so that the end prints two little black squares. A stroke is drawn through this as an indication that it should not be there. In the margin the sign for "push down space" is used.

Note the sign after the word comfort. That sign indicates, when a ¶ mark stands

opposite in the margin, that a new paragraph is to start with the matter following. The sign for no paragraph, or "run in," is shown a little further down.

In the word "Peerless" there is an example of how letters are sometimes transposed by the compositor. The manner of correcting that is shown. Further down the same method of correction is applied to the words "snappy" and "different."

Faultless Fitting Fall Footwear



If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

In our Fall selections of *Peerless Shoes* every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.

Peerless $3 Shoe for Women

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any $3.50 shoe.

JOHN SMITH & CO.

363 Main Street PHONE MAIN 5632

Boston, Mass.

Note in the list of proof-reader's marks how the different punctuation marks are indicated in the margin.

Capital letters are indicated by drawing three lines below the letters to be capitalized. Small capitals are indicated by two lines, and italics by one line used in the same manner. If the lines are made wavy it indicates that heavier and blacker type faces than ordinary Roman are to be used.

The greatest care should be taken to see that prices are printed correctly if loss is to be avoided. After a proof is corrected it should be O.K'd by the advertiser and signed before returning to the printer.

CHAPTER LXXII

THE GRAMMATICAL USE OF WORDS AND SENTENCES

IN PREPARING copy for the printer the advertiser should not assume that the compositor will rectify any mistakes. In the strictest sense of the word the compositor has no right whatever to change any portion of the copy. He is supposed to set up every word exactly as it is written, except where words are unmistakably misspelled.

Cut and chop and rewrite your copy until it is as you wish it before you send it to the printer. Once in his hands let the copy be as complete and final as it is possible to make it.

Typewritten copy is most legible and therefore most desirable, but written copy is as good as any, no matter how badly scratched up and interlined, if it is perfectly legible.

When words are eliminated by scratching, do it thoroughly, so there will be no question about it. Do not leave an isolated word among a lot of scratched-out stuff—as it may be overlooked.

Write on one side of the paper only, and number the sheets consecutively. If you find it necessary to eliminate a sheet, renumber those that follow if there are not many of them, but where there are many this can be obviated by adding the number of the page eliminated to the one preceding it, making it stand for the two pages.

If sheets are added they may be numbered as follows: Supposing that after page 2 you wish to add three pages. You simply number them as 2 a, 2 b, and 2 c.

Short paragraphs in a printed page make tempting reading, while solid type lines have the opposite effect. In booklets and pamphlets it is always advisable to use short paragraphs.

Spelling

Follow the preferred spelling of Webster's Dictionary, it is recognized as a standard.

Capitals

Capitalize in the following and similar cases: The title of any office, society or organization, when given in full; as, "Theodore Roosevelt, President of the United States;" "the Democratic Party;" "the Society for the Prevention of Cruelty to Animals;" "the Hudson River Railroad;" "Oneida County," etc. So with Cabinet officers, secretaries, clerks, etc. Capitalize Court; as, the "Court of St. James."

But where the titles are used without the person's name, or where a society or organization is informally mentioned, set the titles in lower case; as, "the governor signed the bill;" "the society was successful in its efforts;" "the railroad was controlled by one man;" "the county was an agricultural one."

Capitalize River, Bay, Sound, Strait, and Island when preceded by their distinguishing names; as, "Hudson River," "Long Island Sound," etc. But set in lower case, if the word river, bay, sound, etc., is mentioned without its distinguishing name; as, "the river was swollen;" "ten ships are in the bay," etc.

There are some words in which the formal title is rarely used. To this class belong such words as, "the President," "the King of Italy," "Congress," "the Legislature," "Parliament," "the German Minister," "the House," "the Senate." Capitalize these words.

Capitalize "State," meaning one of the United States, whether the word occurs alone or with a distinguishing word; as, "the State of New York;" "the schools of this State;" "the controversy between Church and State."

Capitalize Government when referring to the Government of the United States, or when it is the proper name of a foreign government; as, the "Russian Government," etc.

Capitalize the word "Church," when it refers to an entire sect: as, "the Unitarian Church;" "the Methodist Church," etc. Also when it forms a part of a title, and cannot be separated from it; as, "Plymouth Church:" "Church of the Pilgrims," etc. But when reference is made to some particular church belonging to a sect, merely as a building, set the word "church" in lower case; as, "the Unitarian church in Fourth Avenue;" "the Methodist church in Seventh Street."

Capitalize the pronoun for the Deity.

Capitalize "Middle Ages," "Thirty Years' War," "Civil War," "Spanish-American War," "the Renaissance" but spell out and do not capitalize the centuries; as, "the twelfth century."

Capitalize "Gospel" and "Epistle" in these and similar cases: "He spoke of the influence of the Gospel;" "The Gospel according to Matthew shows;" "Paul's Epistle to the Hebrews," etc. But set in lower case when used thus: "The gospel statement is;" "John's gospel speaks more fully;" "Paul's epistles are full of warning."

Set the words "biblical" and "scriptural" in lower case.

In novels, where the words "sir" and "madam" occur in conversation, set them in lower case; as, "I assure you, madam, the party was most enjoyable;" "It is acknowledged, sir, by all who have seen it."

Set in caps, without spaces between the letters, M.D., D.D., LL.D., B.A., MSS., Ph.D., etc.

Points of the Compass.—The words north, south, east, west, northeast, southwest, etc., should always be spelled out, and set in lower case, except in geographical works where special instructions are given to the contrary. But when North, South, East, and West, mean any great division of the globe, they should be capitalized; as, "In the East Mohammedanism is the prevailing religion;" "Slavery has been abolished in the South;" "The North adhered to its principles, while the West," etc.

The Seasons.—Spring, summer, autumn, and winter, should always be set in lower case, except when they are personified, as sometimes occurs in poetry.

Streets and Avenues to be capitalized; as, "149 Sixth Avenue;" "120 West Twenty-fifth Street;" "18 Park Row;" "9 Astor Place;" "14 Maiden Lane;" "38 Union Square."

Wards and Districts should be capitalized: thus, "First District;" "Tenth Ward," etc. "New York Bay," "New York Harbor," etc.

Set the following words thus: "anybody, anyone, everybody, everyone, somebody, someone, awhile," unless preceded by for, when it makes two words.

Small Capitals

Set the first word of each chapter of a work in small caps (unless the chapter begins with an initial letter, and then in capitals). If a proper name begins a chapter, set the entire name in small caps.

Set in small caps A.D., B.C., A.M., P.M.; thus, "Columbus sailed A.D. 1492;" "The world was destroyed 2348 B.C.;" "At 10 A.M.;" "6:30 P.M."

Italics

Set the title of a newspaper or periodical in Italic, except when referring to its own publication, then in small caps, whether so marked in copy or not, except in notes, where set in plain Roman. Phrases from foreign languages in Italic, but not whole sentences or paragraphs. Set names of characters in plays, operas, etc., in Italic.

Quotations

All books mentioned in the body of a work to be in Roman, quoted; but in footnotes to be in Roman without quotation marks. Transactions of societies to follow same

style as books. So also names of papers read before societies. Do not quote nor italicize names of ships, horses, or coaches.

Set names of plays, operas, etc., in Roman, quoted.

Webster's (or Worcester's) Dictionary, the Scriptures, the Bible, New Testament, Pharmacopœia, Corporation Manual, City Directory, and Directory should not be quoted.

Figures

Figures should be used as follows: 1. Statistical paragraphs—"The regiment musters 920 strong, 500 of whom are efficient, 250 well advanced in their drill, and the remaining 170 are comparatively new recruits." 2. Dates should be put in figures; as, "On March 15, 1871, the Virginia, from Liverpool, arrived in New York with 70 cabin and 250 steerage passengers." 3. Sums of money should be in figures always, excepting when cents are mentioned alone, then spell out, as twelve cents per yard. 4. In boundaries of land and in dimensions of any article: thus, "The box measured 6 feet in length, 3 feet in width, and 4 feet in depth." 5. When comparisons are made, and averages and percentages occur, set in figures. 6. Never commence a paragraph with figures. 7. In ordinary figures spell out up to 99. 8. In indefinite numbers where the words over, under, above, more than, less than, nearly, etc., or where copy says a thousand, a million, etc., spell out.

Metric Figures.—Always use figures in the metric system. Also use the following abbreviations: 1gm.; 6mm.; 8ctm.; 10c.c; 5c.m.; 15ctgr.; 16dcgr.; 19c.mm; 11m.; 48milligr.

Spelling Out

Spell out the names of months, and always in this style: March 28, 1879, not 28th March, 1879.

Spell out the time of day when the word o'clock is used, as, "nine o'clock in the morning."

Spell out ages. Never use æt. or ætat.; say either "twenty-seven years of age," or "aged twenty-seven."

Spell out percentages; thus, "twenty per cent.;" "four and a half per cent." *Exceptions:* "3.65 per cent." "7 3-10 per cent."

Spell out "reverend" when it comes before gentleman; thus, "The reverend gentleman then left."

Spell out all titles; as, "lieutenant colonel," etc.

Spell out New York when it refers to the city; thus, "No. 37 Broadway, New York," or, "New York City."

Spell out the names of streets up to ninety-nine; thus, "150 East Ninety-ninth Street;" "160 East 110th Street."

Abbreviate the State when preceded by the name of a locality or county; as, "Geneva, N. Y.:" "Cincinnati, O.:" "Steuben County, N. Y."

Abbreviate the word figure when occurring thus, Fig. 24, but when it says the figure shown below, or the accompanying figure, spell it out.

Punctuation

Punctuation is the art of dividing a literary composition into sentences, and parts of sentences, by means of certain marks or points, for the purpose of showing the natural relation of the words, and of expressing more clearly the meaning of the writer.

There is some diversity in the use of these marks, in the practice of different authors; yet, on the whole, the difficulty in this respect is no greater than in pronunciation.

The following example will illustrate the importance of correct punctuation:

1. My name is Norval on the Grampian hills.
   My father feeds his flock a frugal swain;
   Whose constant cares were to increase his store.

2. My name is Norval. On the Grampian hills,
My father feeds his flock, a frugal swain,
Whose constant cares were to increase his store.

The points and marks used in writing and printing are:

(,) The Comma is used to mark the smallest division of a sentence.

(;) The Semicolon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a comma.

(:) The Colon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a semicolon; it is generally placed after a clause complete in itself.

(.) The Period is used to mark an entire and independent sentence, whether simple or compound.

(?) The Note of Interrogation is used to denote that a question is asked.

(!) The Note of Exclamation is used to denote some strong emotion of joy, wonder, etc.

( ) The Parentheses are used to distinguish an explanatory phrase or clause, inserted between the parts of a sentence.

(—) The Dash is used to denote a change in the subject or sentiment.

(') The Apostrophe is used to denote the possessive case, or the elision of one or more letters of a word.

(" ") The marks of Quotation are used to indicate that the words or passage, included by them, are quoted from some other book or writing.

(-) The Hyphen is used to connect the parts of a compound word, or to divide a word into syllables. When placed at the end of a line, it shows that a part of the word is placed at the beginning of the next line.

Leaders

Put no comma just before the leader; as,

Thomas Smith, New York..... 5
not Thomas Smith, New York,..... 30
Chapter XX..... 448

And in spacing out a leader line, never use full points in leader matter, unless in cases of abbreviation; but if in spacing out the line it takes anything less than an en leader, put the required space immediately before the first leader.

In ellipses always use periods instead of asterisks.

If points are used instead of leaders, use the comma; as,

Thomas Smith, New York, ...
John Brown, Philadelphia, ...
James Young, Boston, ...

In blank forms, or in law work, where the leaders are used for omitted words, punctuate and space precisely in the same way, as if the leaders were the omitted words; as,

New York, the.....day of....., 190.. This is to certify that....
.....of....., is indebted to....., of.....

Date Lines

Set in small caps, with initials, and in smaller type, omitting the *th* or *d* after the day of the month where the year follows; as,

New York, February 6, 1907.
or 136 West Twenty-third Street,
New York, February 6th.

Set dates to letters to the Editor at the bottom in small caps.

Set Quaker dates thus: "Second day, Fifth month, 13th."

Use 1907–08, not 1907–'08 or 1907-8.

Where '07 is written in copy supply the 19 always, except when applied to college classes; as, "Class of '07."

Where date lines or address come at end of Preface, etc., set in type one size smaller than the text above it.

New Use of the Dash in Advertisement Writing

The dash is being more frequently used in advertisement writing than any other mark. It is used instead of a comma, and sometimes displaces a period.

> "These goods and prices should make business hum on Saturday. This month of August we are making a general clean-up of our stock preparatory to showing the new fall goods. In the ordinary way these prices would be ruinous. Every stock in this store must be clean, fresh, and orderly and hence these specials for Saturday."

The above is the ordinary way of rendering; note the difference in the following:

> "These goods and prices should make business hum on Saturday—This month of August we are making a general clean-up of our stock—preparatory to showing the new fall goods—In the ordinary way these prices would be ruinous—Every stock in this store must be clean, fresh, and orderly—hence these prices for Saturday."

Compounding

Compound Nouns.—When two nouns are used to represent one thing, article, or subject, they should be compounded; as, wife-murder, death-blow, brain-labor, sand-bank, head-dress. The dictionary should be followed in all other compound words. Never compound words ending in ly.

Adjectives composed of two or more words should be compounded; as, union-loving, water-proof, well-meaning, far-seeing, long-continued, ever-memorable, never-to-be-forgotten, etc.

Divisions

Divide words according to Webster. Never exceed three divisions in succession. The fewer divisions the better, especially small ones, if it does not spoil the uniformity of the spacing. When possible, divide compound words at the division of the two words only. Do not turn over "ed" unless it is sounded as a distinct syllable. Never turn over a syllable or two letter word at end of paragraph—except in narrow measure.

Sentences

A sentence is a collection of words arranged in such a manner as to express a complete thought.

Sentences are of three kinds:—Simple, Complex and Compound.

When a sentence contains only one subject and one finite verb, it is said to be a simple sentence.

Example—"Our new stock has arrived.

When a sentence contains not only a complete subject and its verb, but also other dependent or subordinate clauses which have subjects and verbs of their own, the sentence is said to be complex.

Example—"We announced that our new stock had arrived."

When a sentence consists of two or more complete and independent sentences connected by a co-ordinative conjunction, it is said to be a compound sentence.

Example—"Our new stock has arrived and it is now on sale."

A sentence must be lucid in order and logical in sequence. The following is neither lucid nor logical: "The beaux of that day painted their faces as well as the women." The way the sentence reads, it means, the beaux painted their faces as perfectly as the

women painted theirs. The author meant to convey the idea that the beaux painted their faces and the women painted theirs, too. Examples of this looseness of composition are seen every day. Avoid it by criticising your work severely.

Alliteration

Alliteration is the beginning of several successive words in a sentence with the same letter or sound. Thus:

Apt alliteration's artful aid.

Jaunty gentlemen generally joke joyously.

Trials and troubles turn with time and tide.

Wisdom wages war with willful wickedness.

Alliteration in a headline or catch-line is sometimes very effective, but it should never be used throughout the whole advertisement. As an example of idiocy that kind of an advertisement is a success, but it will never sell goods.

Grammar

An advertisement writer should use as good language in his advertisements as authors do in their literary productions. It is our purpose to point out a few of the errors that sometimes creep into the advertisements of our merchants.

Errors of comparison are frequent. An object can only be compared with some other object, or with itself in some other state, or at some other period of time. Thus: "This shoe is better than any shoe in the city at the price." This sentence compares the shoe with itself, which is incorrect. "Other" should be inserted after "any" to make it read correctly.

Be careful in your use of "who," "which," and "that." Don't use one for the other.

Be sure that your verb agrees with your substantive. "Their peculiar haunt, are the deep gorges of the mountains." Here we have a singular noun "haunt" and a plural verb "are" which is a gross error. Substitute "is" for "are."

Never use the plural pronouns "these" and "those" before the singular nouns "kind" or "sort." We may say "those kinds" but never "those kind."

Many stumble over the smallest words. Here are a few points in regard to them:

"At" and "by."—While these two words indicate nearness, "at" is more specific than "by," giving the idea of customary or particular nearness. "He stood at the entrance," would mean more than, "He stood by the entrance."

"At" and "in."—"At" is less definite than "in." "At" the church, may mean "in" or "near" the church. "At" should be used before the names of small towns, villages, etc. "In" should be used before names of great geographical or political divisions of the globe, countries and large cities.

"In," "at" and "on."—When these words denote time we may say, "At the hour of 12, on the 24th of Sept., in the year 1902."

"Shall" and "will" are two little words that cause a great deal of trouble to many writers and speakers. The following rules will help you:

When the action spoken of depends upon the will of the speaker, "will" is used in the first person and "shall" in the second and third.

When you give a command or make a promise or threat, "shall" should be used.

When the action spoken of depends on the volition of the person to whom we speak, then "will" should be used in the second and third person.

Synonyms

Synonyms are words having the same or similar meaning. Take the word "bind:" the synonyms are "tie," "fasten," "unite," "join."

Owing to the composite character of the English Language, many words have similar meanings—very few are strictly synonymous—and much of the beauty and power of composition lies in the proper use and application of such words.

Take the words just given, while they are of the same or similar meaning, they have their peculiar use and application. Thus,

We "bind" a bundle.
We "tie" a knot.
We "fasten" a gate.
We "unite" our endeavors.
We "join" our hands.

Teased, tantalized, vexed, harassed, and tormented, all have similar meanings but have their appropriate applications. Thus, "On our journey we were teased by many unpleasant trifles, tantalized by delusive appearances, vexed by careless servants, harassed by the importunities of beggars, and tormented by more serious evils." These examples will serve to show you how careful you should be in selecting your words in writing your advertisements.

Antonyms are words of opposite meaning, as, "continue—stop"; "carry—drop"; "insist—abandon."

Rhetoric

Long sentences are to be avoided as they are less easily understood than short ones. On the other hand avoid being so brief as to be obscure.

Don't mix your metaphors. This is a failing that many writers have; especially those who are given to writing in a grand and soaring style. Here are two examples of mixed metaphors:

"This world with all its trials is the furnace through which the soul must pass and be developed before it is ripe for the next world." (Does passing through a furnace develop or ripen a soul or anything else?)

"The very recognition of these or any of them by the jurisprudence of a nation is a mortal wound to the very keystone upon which the whole vast arch of morality reposes." (A keystone dying of a wound.)

A climax, in rhetoric, means an ascending scale; and an anti-climax is where the writer, instead of mounting, drops. In writing your advertisements avoid the anti-climax—always when making your statements emphatic and forceful, use the climax.

A worthy retired shopkeeper of Boston, is said to have been persuaded by a friend to read the plays of Shakespeare. Meeting him some time after, the friend inquired how he had liked them. "Sir," was the answer, "they are grand, they are splendid; there are not twelve men, sir, in Boston who could have written those plays." A woeful anti-climax verily, when one expects "I did not deem man's genius capable of such masterpieces"—or something to that effect.

Plain Language

Your advertisement must be better in all its details than that of your competitor. and when we say better we have reference to choice language, clear thoughts, and truthfulness. Big words, hard to pronounce, are faults to be avoided. Exaggerated and bombastic language that appeals only to the lowest emotions should never find a place in a production designed to solicit trade. Choice quotations appropriate to your theme may often be used to great advantage. They attract attention, and will be read.

The language used should be plain and simple; big words often mar or destroy the effect. Words are not ideas, but signs of ideas. Readers glance over words to gather the images they represent. Should the words describe in detail a garment, a mere glance over the words should give the reader an image of the garment described. The words should be fittingly used to produce a symmetrical whole. A clear harmonious picture of the thing advertised is wanted; not a disjointed, blurred picture. Simple words yield their contained ideas without effort, and hence do not weary nor disgust the reader. Words should not be used out of their accepted usage, for then the reader is left to guess what was intended, and guessing at the meaning of an advertisement is fatal to it.

The language of an advertisement is intended to convey to the reader the advertisers' thoughts that have reference to the kind of matter presented. The words used are stepping-stones to a realization of the thoughts expressed, or the signs of the ideas that are combined to form the general notion comprehended in the thought. If we regard words as the wings that convey the ideas home to the recipient minds of the reader, the importance of selecting the right words becomes apparent. The attempt to dignify little and commonplace thoughts by the use of big words produces a grotesqueness as abominable as it is contemptible.

Exaggeration

> "Common sense isn't as common as its name implies. Otherwise everybody would select Scholle's Furniture."

So read an advertisement that appeared in the Illinois Central cars. It is an example of the exaggerated style of advertisement which defeats its own end, by making a statement which is untrue and absurd. If it means anything at all, it means that the furniture advertised by Scholle is so superior to all other makes that no one possessing common sense would buy any other; and per contra, anyone who buys any other has no sense. We do not know anything about Mr. Scholle or his goods, but we venture to say that when he is talking directly to his customers he does not indulge in such nonsense as he uses in his advertisements.

This is one of the curious features of current advertising. Sensible people make claims in black and white which they would be ashamed to make verbally. The man who would meet all comers with such words as "My wagons are the best on earth," or "My engines are superior to all others, without exception," or "Nobody sells at such low prices as I do," would be set down as a fool. Yet this sort of transparent braggadocio is common in newspaper and magazine advertisements, posters, circulars and every other kind of printed advertising matter.

This is one result of the false notion that an advertisement to be effective, must make startling claims or it will pass unnoticed. The truth lies in the opposite direction. A startling claim will be the more likely to be disbelieved precisely in proportion to its startlingness; and nothing in an advertisement can be more expressive than a simple statement of truth. Ruskin once said that one of the most difficult things to do is to tell the truth about anything, but in writing advertisements it will surely pay to make an effort to do so.

Truthfulness

No point in connection with advertising is more worthy of continual emphasis than the necessity of being absolutely truthful. Everybody despises a liar. The liar himself has a healthy contempt for his class. Let the advertisement contain but one false statement and the whole establishment is branded as unworthy of the confidence of the public. It may be an apparently insignificant lie, but the work is done as effectively as though it was the most impudent and brazen untruth. People expect the truth and nothing but the truth about goods. If they do not know better than to believe lies they will not go far before some one will enlighten them to your undoing. Give prevarication a wide berth in all your advertising efforts. Educate people to the belief that "if they see it in your advertisements it is so." Do not even by inference give an impression that cannot be backed up by your store and stock.

A man who seeks to court favor through advertising can never succeed by lying and misrepresentations. He must be truthful and honest with the people if he hopes to gain their confidence and their custom. Confidence is founded on truth and veracity, and no business methods lacking these elements can reach the highest possibilities of success.

One of the worst styles of lying to be met with in advertising to-day is the half-truth. What is said is true, but enough is left unsaid to leave a false impression. Don't allow yourself to be deceived into believing that this form of lying is not as harmful as a plain, unprovoked falsehood, for it is.

CHAPTER LXXIII

MISCELLANEOUS INFORMATION

IT IS not our intention in this chapter to go very deeply into the different subjects mentioned. It would require a large-sized book in itself to do so. We merely give here such brief information as we think the advertiser will find useful. In some cases this information is given in the shape of a table, in others merely as a paragraph.

Print Paper

Print paper is made entirely from wood pulp, which is ordinarily treated by the sulphite process. In the average newspaper, the sulphite fiber and ground wood filler are found in the proportion of one to three. Newspaper is of one color; poster paper of numerous tints. These are the two uses to which print paper is put.

The usual sizes are 24 x 36, 25 x 38, 28 x 42 and 32 x 44 inches. The weight varies from 25 to 100 pounds. Other, but less common, sizes are 22 x 30, 24 x 35, 26 x 40, 30 x 44, 36 x 48.

Book Paper

Book paper in the cheaper grades is made of wood pulp; in the better grades there is an increasing proportion of rags. As its name implies, it is used in printing books. It is made in white and tints. The following terms are usually employed in describing the different grades:

"S. & C." shows that the paper has been "sized" and "calendered." "Sizing" is a vegetable, resinous substance, which is mixed with the wood pulp to render the paper impervious to ink. In cheaper grades clay is used, in writing and more expensive papers, gelatine. "Calendering" is ironing. The paper passes rapidly through cylinders in contact, heated inside by steam.

"S. & S. C." shows that paper has been "sized" and "super-calendered," a separate process being employed to give it an especially high and glossy finish.

"Enameled" paper is coated on both sides with China clay and glue. This coating covers the body, fills up the pores and gives it a high, glossy finish.

"Antique" finish is one where the calendering has been omitted.

The usual sizes are 24 x 36, 25 x 38, 28 x 42 and 32 x 44. Two sizes 36 x 48 and 38 x 50 are also found in use, these being twice 24 x 36 and 25 x 38. Weights range from 35 to 140 pounds.

Cover Paper

Cover paper comes in all grades and materials and in every conceivable tint. Common cover paper is simply colored book with the same finish. It may have a cloth, manila, or plain back, an antique, enameled or leatheret finish, etc. The regular sizes are three: 20 x 25, weight 20 to 100 pounds; 22½ x 28½, 20 to 120 pounds; 23 by 32½, 45 to 75. There are also other sizes, viz., 25 x 40, 22 x 34, 22 x 28, 24 x 36, 18¼ x 28, 18 x 28 and 25 x 28.

Writing Paper

The cheaper grades of writing paper have a large percentage of wood pulp; the better grades having a large percentage of cotton rags. In fine linen and bond papers, linen rags are used exclusively. Linen is usually lighter than bond, which has a hard and flinty surface. Writing papers are thoroughly and highly sized. Ledger paper is linen paper of high grade with a heavy finish.

The usual sizes are 17 x 22, 19 x 24 and 17 x 28. Others are 18 x 23, 16 x 21, 21 x 32, 22 x 34, 24 x 38 and 28 x 34. The weight varies from 14 to 56 pounds.

Correct Sizes of Flat Writing Papers

Flat Letter	10 x 16
Flat Packet or Packet Post	12 x 19
Flat Foolscap or Small Cap	13 x 19
Flat Cap	14 x 17
Crown or Crown Cap	15 x 19
Double Letter	16 x 20
Demy	16 x 21
Folio Post or Folio	17 x 22
Double Folio	22 x 34
Double Cap	17 x 28
Small Double Cap	16 x 26
Royal or Packet Folio	19 x 24
Super Royal	20 x 28
Double Demy, narrow	16 x 42
Double Demy, broad	21 x 32
Elephant	23 x 28
Medium	18 x 23
Imperial	23 x 31
Double Medium, narrow	18 x 46
Double Medium, broad	23 x 36
Double Royal	24 x 38
Double Elephant	27 x 40
Columbier	23 x 34
Atlas	26 x 33
Antiquarian	31 x 53
Cardboard	22 x 28

Sizes of Ruled Paper

	Inches	Sheet
Commercial Note Heads	5½ x 8½	⅛ Folio
Hotel Note Heads	5⅔ x 11	⅙ Folio
Packet Note Heads	5¾ x 9	⅛ Medium
Royal Packet Note Heads	6 x 9¼	⅛ Royal
Demy Letter Heads	8 x 10½	¼ Demy
Folio Letter Heads	8½ x 11	¼ Folio
Memorandum Heads	5½ x 8½	⅛ Folio
Bill Heads—Sixes 3000 to Ream.	8½ x 4⅔	⅙ Cap
Bill Heads—Quarters 2000 to Ream.	8½ x 7	¼ Cap
Bill Heads—Thirds 1500 to Ream	8½ x 9⅓	⅓ D. Cap
Bill Heads—Halves 1000 to Ream	8½ x 14	½ Cap
Regular Statements	5½ x 8½	⅛ Folio
Hotel Statements	5⅔ x 11	⅙ Folio
Head and Tail Statements	5½ x 8½	⅛ Folio
Gem Statements	3⅜ x 5⅝	
Infant Statements	4⅛ x 5½	
Square Statements	5½ x 5⅝	
Yankee Statements	3⅜ x 8½	

Bristol Board

Bristol board, so called from the place of its first manufacture, is sheets of paper pasted together, the ply and weight depending entirely upon the taste and wishes of the customer. It is used for visiting and business cards. White board is regularly 22 x 28, the ply 2, 3, 4, 6, 8, 10 and 16, the weight as high as 160 pounds. Other sizes used are 25½ x 30½, 18 x 28, and 18¼ x 28.

Manila Paper

Manila paper is used for wrapping purposes, its basis being Manila butts. The two usual sizes are 22½ x 28½ and 24 x 36, and the weights range from 80 to 200 pounds.

This paper is also made in numerous sizes for different uses. For instance, the shoe man will have several sizes specially adapted for wrapping shoes and shoe cartons. The clothier will have sizes specially adapted for his purposes. The sizes used by the one being practically of no use whatever to the other.

Blotting Paper

Blotting paper is made of ground wood—basswood, ash, etc. Its mission is entirely as an absorbent. The usual size is 19 x 24, the weights 60 to 140 pounds.

Dimensions of Books

The dimensions of books when they were all printed upon the hand press were very well defined by the terms folio, quarto, etc. They were generally printed upon what is termed medium paper 19 x 24 inches in dimensions. A sheet of this size, folded once, makes a folio; again, a quarto; still again, an octavo; then, a square 16mo; again, 32mo; and so on to 64mo, and even to 128mo. Besides these sizes there are two others intermediate, the 12mo and 18mo. The oblong 16mo was printed on a different sheet of paper, 18 x 28 inches in dimensions. The different sizes of books, therefore, measure about as follows; it being understood that the sheet is printed on both sides, so that a folio has four pages to a sheet; a quarto, eight, etc.

	Inches		Inches
Folio	19 x 12	16mo (square)	6 x 4½
Quarto	12 x 9½	16mo (oblong)	7 x 4½
Octavo	9½ x 6	18mo	6⅔ x 4
12mo	8 x 5	32mo	5 x 3

For quarto and octavo a sheet 19 x 24 inches has been found to give the best shape, but one 20 x 24 inches is the best for duodecimo. The 18mo is discarded totally, nowadays, as it requires, after the first side is printed, the transposition of four pages to make it fold properly, and then leaves two insets to be inserted in binding.

In the modern publishing field publishers use their own discretion regarding sizes. If it is found that a certain size is more suited for a certain book, special paper of a special size will be ordered, the dimensions being in that case entirely different from the table given.

Form of the Page

In determining the form of a page of an oblong shape, whatever its size, a certain proportion should always be maintained. *The diagonal measure of a page from the folio in the upper corner to the opposite lower corner should be just twice the width of the page.* This is no arbitrary technical rule, but is in conformity to the law of proportion establishing the line of beauty; it applies equally to all objects of similar shape, and satisfies the eye completely. A long brick-shaped page or book will not look well, however nicely it may be printed. When we come to a quarto or square page, the true proportion of the diagonal to the width will be found to be as 10½ : 6¼—the size of a good shaped quarto—instead of 2 : 1, as in the oblong, or octavo. And this shape also proves as satisfactory to the eye as the former one. However large or small the page may be, these proportions should be maintained for a handsome book.—Bigelow's Handbook of Punctuation.

REGULAR ENVELOPE SIZES

Commercial

No. 3	$2\frac{11}{16} \times 4\frac{3}{4}$	No. 9	$3\frac{13}{16} \times 8\frac{7}{8}$
No. 4	$2\frac{7}{8} \times 5\frac{1}{4}$	No. 10	$4\frac{1}{8} \times 9\frac{1}{2}$
No. 5	$3\frac{1}{8} \times 5\frac{1}{2}$	No. 11	$4\frac{1}{2} \times 10\frac{3}{8}$
No. 6	$3\frac{1}{2} \times 6$	No. 12	$4\frac{3}{4} \times 11$
No. $6\frac{3}{4}$	$3\frac{5}{8} \times 6\frac{1}{2}$	No. 14	$5 \times 11\frac{1}{2}$
No. 7	$3\frac{3}{4} \times 6\frac{13}{16}$		

Baronial

No. 4	$3\frac{5}{8} \times 4\frac{11}{16}$	No. 5	$4\frac{3}{16} \times 5\frac{3}{16}$

Bank

No. 6	$4\frac{1}{8} \times 6\frac{1}{4}$	No. 8	$5 \times 7\frac{1}{2}$
No. 7	$4\frac{5}{16} \times 7\frac{1}{8}$		

Coin—Open End

No. 3	$2\frac{1}{2} \times 4\frac{1}{4}$	No. 7	$3\frac{1}{8} \times 5\frac{1}{2}$
No. 5	$2\frac{7}{8} \times 5\frac{1}{4}$		

Drug

No. 1	$1\frac{3}{4} \times 2\frac{7}{8}$	No. 3	$2\frac{5}{16} \times 3\frac{5}{8}$
No. 2	$2\frac{1}{16} \times 3\frac{1}{2}$		

Pamphlet

No. 2	$6\frac{1}{2} \times 10$	No. 3	$6\frac{3}{4} \times 10\frac{1}{2}$

Pay

No. 2	$2\frac{9}{16} \times 4\frac{5}{16}$

Envelope paper is made 500 sheets to the ream, and standard size on which 40, 50, and 60 pounds (or X, XX, and XXX, as commonly known to the trade), is on basis of 500 sheets $22\frac{1}{2} \times 30$—40, 50, and 60 pounds.

How to Figure Stock

It is very often a convenient thing for the advertiser to be able to figure out how many sheets of a certain size he can get out of a larger sheet.

There will be no need for sample sheets of stock—no measuring and ruling off of the whole sheet to find how many pieces you can get out of it, once you "get on" to the multiple principle of figuring it out.

After a little experience, the application of this principle to meet various requirements will suggest itself as occasion arises.

How many $5\frac{1}{2} \times 7$-inch pieces can be got out of a sheet 22 x 28 inches?

$$\begin{array}{r} 22 \times 28 \\ 5\frac{1}{2} \times 7 \\ \hline \end{array}$$

$4 \times 4 = 16$ out, without waste.

How many 5 x 9-inch pieces?

$$\begin{array}{r} 22 \times 28 \\ 5 \times 9 \\ \hline \end{array}$$

$4 \times 3 = 12$ out, with 1-inch waste one way, 2-inch waste the other way.

This result is found in the following manner: 22 is divided by $5\frac{1}{2}$ and gives 4 as an answer. 28 is divided by 7 and gives 4 as an answer. This shows that the stock can be cut both ways four times and that the sheet 22 x 28 will produce 4×4 pieces which equals 16. Sometimes when there is shown considerable waste it is just possible that by reversing the figures of the size to be cut out the stock can be cut to better advantage. More pieces may be obtained from the sheet or the waste may be large enough to utilize at some other time. It will be found that a sheet 22 x 28 will cut six pieces 10 x 7 when cut one way of the stock and eight when cut the other way.

How large a sheet for sixteen 3 x 4 inch pieces?

Multiples of 16= 3 x 4 and 4

12 x 16-inch sheet.

or

Multiples of 16= 3 x 4 and 8

6 x 32-inch sheet.

or

Multiples of 16= 3 x 4 and 2

24 x 8-inch sheet.

Number of "Ems" in a Line of Type

A column	2	inches	wide	contains	12	ems.
"	"	$2\frac{1}{6}$	"	"	"	13	"
"	"	$2\frac{1}{3}$	"	"	"	14	"
"	"	$2\frac{1}{2}$	"	"	"	15	"
"	"	$2\frac{2}{3}$	"	"	"	16	"
"	"	$2\frac{5}{6}$	"	"	"	17	"

Bindings

As there is likely to be a wide difference in opinion as to the meaning of the terms quarter bound, half bound, three-quarter bound, full bound and full bound extra, the following definitions are given as those mutually understood between printers and binders, as far as blank book work is concerned.

A leaf is understood to be two pages, and a sheet four pages.

A Binder's Quire means twenty sheets of folded paper in a book, and if paged consecutively means eighty pages to the quire. An index in front is reckoned one quire.

Check Binding is a book stitched, with light, straw-board sides, covered with paper, muslin, or leather back, cut flush.

Quarter Binding is a book sewed, with leather back, smooth, straw-board sides, cut flush and covered with paper, turned over the edges.

Half Binding is a book sewed or whip-stitched, as the case may be, smooth roan leather tight back, tar-board sides, covered with muslin, turned in, and with or without leather corners, cover extending over the edges of the book; finished and lettered on the back in gold.

Three-quarter Binding (usually called also half binding, which name should never be used in this connection) is a book with spring back, of Russia leather or other equally good, with raised bands, cloth sides and leather corners, rounded; or, when required, a full bound sheep, colored or uncolored leather, in lieu of Russia back and cloth sides; finished and lettered on the back in gold.

Full Bound No. 1, is a book bound in full sheep, spring back, raised bands, with Russia leather ends and bands, with the usual rolling, finishing, and lettering, and understood by stationers and printers as full bound Russia ends and bands.

Full Bound Extra, is a book with full Russia spring back, with double raised bands, and double Russia side finishing, with the usual extra finishing and lettering, recognized by stationers and printers as double extra Russia end and band books.

Bindings increase in price in the following order: Paper, board, cloth, skiver, roan, calfskin, Russia, turkey morocco, levant morocco. Parchment, vellum and hog-skin are exceptional bindings.

CHAPTER LXXIV

TECHNICAL TERMS

ADVERTISING.—Advertising is influencing the minds of the people. It is making others think as you desire. It means utilizing all those forces which produce impressions and crystalize opinions. It is the creating of prestige—that quality which causes others to accept a statement without question. [Mahin.]

ADVERTISING AGENCY.—An organization of men competent to select suitable advertising media, buy space, write advertisements, create ideas for illustrations, prepare and forward copy to publisher, see that same is correctly executed, collect from the advertiser, pay the publisher and co-operate with the advertiser in conceiving, developing and perfecting those collateral forms of advertising effort which are necessary to make a campaign fully successful. The advertising agency's services cost the advertiser nothing, as they are paid by the publisher in the commission, or lower price which is secured by the agency. [Mahin].

AGATE.—5½-point type. The standard for measuring advertising. Fourteen lines set solid make one inch. Note—While it is true that there are 14 lines of agate type to the inch, you will notice that 5½-point type, the type that has replaced agate, is 77 points for each 14 lines; 14 lines agate are always charged for one inch, the advertiser getting the advantage.

ANTIQUE.—A face of type much used in advertising; it is a little heavier than Roman, and has the cross-ending stroke slightly prominent.

ASCENDING LETTERS.—Letters reaching upwards; viz., b, d, f, h, k, l, t.

ARTIST.—Artists are engaged to design illustrations for advertisements. They are usually paid by the hour.

AUTHOR'S CORRECTIONS.—The changes or corrections the author makes in the proofs. Where there are many of these the paper usually charges for making them. The printer is responsible only for incorrect spelling, punctuation, and typographical errors.

AUTHOR'S PROOF.—The proof sent to the writer.

BAD COPY.—Manuscript difficult to read. All copy should be written very carefully, proper names, technical terms, etc., especially.

BASTARD TITLE.—A short, secondary title, preceding the general title of a work.

BASTARD TYPE.—A type with its face larger or smaller than its body, as, a 10-point face on an 11-point body, or vice-versa. Also used to designate a type made on other than the point system.

BI-WEEKLY.—A paper issued every two weeks.

B. W.—Bi-weekly.

BI-MONTHLY.—Issued every two months.

B. M.—Bi-monthly.

BLACK FACE.—Any type with a full black face.

BLANK LINE.—The space between two paragraphs, the depth of a line of type in which the type is set.

BODY.—The metal which supports the face of the type.

BODY TYPE.—The type used for reading matter in newspapers, periodicals and books.

BOOKLET.—A small book or pamphlet having paper covers.

BOOK PAPER.—The general term given to paper of various sizes, quality and finish to distinguish it from commoner grades used for newspapers. The standard size of a sheet of book paper is 25 x 38 inches. Half sheets are 19 x 25 inches.

BOLD FACE.—A style of type resembling Roman, but having shaded strokes much heavier. Also called "full face."

BORDER.—Plain or ornamental lines around any style of printed matter.

BRASS RULES.—Strips of brass, type high, printing straight, parallel or waved lines or borders. A rule is often inverted to print a heavier line.

BREAK LINE.—A short line at the end of a paragraph.

CATALOGUE.—A book or booklet containing descriptions and prices of goods.

CAPS.—Capital letters.

CAPTION.—The title of an illustration appearing above, below or at the side of it.

CASE.—The drawer that holds the type.

CHASE.—The metal frame in which the page or pages of type are locked, ready for the press.

CATCH LINE.—A bold display line intended to catch the eye.

CLEAN PROOF.—A proof containing very few errors.

CLOSE MATTER.—Type set closely together with few paragraphs, and with neither break lines nor leads.

COLUMN WIDTH.—The ordinary newspaper column is two and one-sixth inches wide, the magazine column two and five-eighths inches. Columns may be of any width the publisher fancies but the ones given are standard.

COMPOSING STICK.—The mechanical contrivance in which type is set.

COMPOSITION.—The setting of type into words and sentences, and arranging them into lines.

COPY.—The printer's term for all manuscripts.

CUT-IN-LETTER.—The initial letter larger than the body type, sometimes plain, sometimes fancy, used at the beginning of an article or chapter.

CUT.—The printer's term for all engravings.

D.—Daily.

DASH.—A line, plain or ornamental, between type lines.

DEAD MATTER.—Type matter that is not to be used.

DESCENDING LETTERS.—Those that run downwards, as g, j, p, q, y.

DISPLAY.—Words set in larger type, than, or separated from, the surrounding matter by spaces or rules.

DISTRIBUTION.—Replacing type that has been set up into its proper place in the case.

DOUBLE COLUMN.—Matter set across, or in the space of two columns.

DOUBLE LEADED.—Type matter with two leads between the lines.

DUMMY.—A lay-out of an advertisement, or job, showing the exact size, general appearance and make-up, as it is intended to be when printed.

DUODECIMO.—Half a sheet of book paper (19 x 25 inches), folded into twelve leaves or twenty-four pages, makes a book called Duodecimo. 18mo, 18 leaves, 36 pages; 24mo, 24 leaves, 48 pages.

E. D.—Every day.

E. I.—Every issue.

ELECTRO.—An electrotype.

ELECTROTYPE.—A duplicate of an engraving, or type matter made into a solid body. The surface of an electrotype is of copper.

EM.—The square of the type body, called "em" on the supposition that the body of the letter "m" in Roman type is square.

E. M.—Every month.

E. O. D.—Every other day.

E. O. I.—Every other issue.

E. O. M.—Every other month.

E. O. W.—Every other week.

EVEN PAGE.—The even numbered pages of a book, such as, 2, 4, 6, 8, 10, 12, etc.

FANCY LETTERS.—Type faces that are not plain and simple in style.

FORM LETTERS.—These are really circulars, used by advertisers to answer the purpose of letters used most frequently in a "follow-up" system.

FOREIGN ADVERTISING.—An advertisement from a city other than the one in which the paper is published. Usually applied to all mail order and general advertising.

FLAT RATE—A set price per inch or line for each insertion, no matter how many times it appears or how much space is used.

FOLIO.—Half sheet of book paper (19 x 25 inches) folded into two leaves or four pages, makes a book called Folio. Also applied to running number of pages in a book.

FOLLOW COPY.—When "follow copy" is written on the copy it means that the typographical style of the copy must be followed closely.

FOOT-NOTE.—Printed matter at the bottom of the page, usually set in small type. preceded by a reference mark, corresponding with a similar mark in the text.

FORM.—A page or number of pages locked in the chase, ready for the press.

FOUL PROOF.—A proof containing many errors.

FULL POSITION.—A position at top of column, or next, after reading matter in a broken column.

F. F.—Full face. (See Bold Face.)

GALLEY.—A movable tray, of metal or wood, on which types are placed after being composed.

GALLEY PROOF.—The first proof, before the matter is paged or arranged.

GET IN.—Set words close together.

GOTHIC.—A perfectly clean-cut type face, without points, or shading, and with all the lines of the same thickness. It may be heavy or light faced. There are many styles of gothic, as Gothic Extended, Gothic Condensed, Lining Gothic, etc. Gothic is a face much used in setting advertisements.

GUARDS.—Slugs, type-high, used to protect the edges of the type in stereotyping and electrotyping.

HEADING.—The headline of an advertisement.

HANGING INDENTION.—The first line of the paragraph beginning flush with the column rule, and the following lines set two "ems" or more to the right, allowing a white space, or indention, on the left.

HALF SHEET.—A half sheet of "news" paper is usually the size of one page of a newspaper.

HALF-TONE.—An engraving made by photographing a photographic print or wash drawing through a fine screen upon a copper plate which is afterwards treated to an acid bath which eats away the surface of the plate unnecessary to reproduce the picture.

HALF-TITLE.—The title of a book or pamphlet, placed at the upper portion of first page.

INSERT.—Pages bound in with the regular pages of a book, catalogue or magazine.

IMPOSING.—Arranging the composed type for the form.

INDENTION.—The space to the left of a line at the beginning of a paragraph. All the white space around an advertisement, between the border and solid type matter.

IMPRINT.—The publisher's or printer's name and address on a job of printing or book.

INITIAL LETTER.—Usually ornamental, used at the beginning of chapters of a book or articles in a magazine.

JOB PRINTING.—Generally applied to all commercial work, as distinct from book or large catalogue printing.

JUSTIFYING.—Making both ends of all lines even.

LEADERS.—Dots or hyphens placed at intervals to guide the eye between two points of the text.

LEADS.—Strips of type-metal of various thicknesses, for spacing between the lines. The thickness of leads are usually reckoned on a Pica basis; those most commonly used being "six to Pica," or two points in thickness.

LEAN TYPE.—Type with a very thin face, capable of being set so that the letters can come close together.

LEADED MATTER.—Type matter with leads between the lines.

LEAN.—Type set close together; solid.

LOWER CASE.—The small letters of the alphabet, kept in a case, lower than the capital letters, so as to be easier reached, they being used more than the capitals.

L. C.—Lower case.

LETTER-PRESS.—Ordinary printing from movable type.

LIVE COPY.—Manuscript to be put into type.

KEY.—Referring to what is known as keying an advertisement. This is done by mail-order houses by having a different number to the street or room address used in each paper. Sometimes a different catalogue number is used in the same manner.

MATTER.—Any portion of composed type. *Live matter*, type set to be printed. *Standing matter*, type held to be used again. *Dead matter*, type to be distributed.

MAIL-ORDER PUBLICATIONS.—A class of monthly papers printed cheaply and published at nominal prices. They often have extremely large circulations among farmers and suburbanites.

MAGAZINES.—A class of periodicals published monthly. These are usually illustrated and carry articles of literary merit and fiction. National in scope.

MATRIX.—Mold of papier-maché in which type metal is cast to obtain a duplicate form.

MSS.—Manuscripts.

MAKE-UP.—Laying out the advertisements, and reading matter for each issue. Placing each in its proper place on the page.

NONPAREIL.—6-point type. Used by most of the large daily papers for printing news matter.

NR.—Next to reading matter.

OBJECTIONABLE COPY.—Manuscript not easy to read. Proper names and technical terms should be written very plainly.

OPEN MATTER.—Type set with many paragraphs and leads.

OUT DOOR DISPLAY.—Sign boards and billboards comprise out door display.

OLD STYLE ROMAN.—Type used for reading matter, a light and open face style of type.

PLATES.—Electrotypes or stereotypes.

PATENT INSIDES, OR OUTSIDES.—Applied to that portion of some country newspapers which are printed at a central office.

PHAT.—Applies to leaded or other matter which is open and easy to set.

PP.—Pages.

PI.—Disarranged type.

PREFERRED POSITION.—Top of column, next to reading matter.

PROOF-READER.—One who reads proof.

POSITION.—A special position in the newspaper; T, C, N, R, M, means top of column, next to reading matter. "Run of paper" indicates that an advertisement may be run in any place where there is room for it.

PRESS WORK.—Printing on a printing press.

Q.—Quarterly.

QUARTO.—Half sheet of book paper (19 x 25 inches) folded into four leaves or eight pages makes a book known as Quarto.

REVISE.—Proof, after corrections have been made.

ROMAN TYPE.—Type used for reading matter.

RUNNING HEAD.—The title of the book, or chapter name, placed at top of pages.

QUAD.—The spaces placed to fill out lines ending paragraphs. The "en" quad, one half of the square of the type body, is the smallest. (See spaces.)

READING MATTER.—That portion of the advertisement other than the display lines.

REPRINT COPY.—Copy to be set made up of printed copy instead of written copy.

RUN IN.—A term used when it is desirable to have matter set without paragraphs.

SMALL CAPS.—Small capital letters.

STANDING MATTER.—Type set up to be printed from, or matter that has been used and is to be left standing for further use in printing.

SM.—Semi-monthly.

SW.—Semi-weekly.

SOLID.—Type set without leads.

STICK.—The short term used by printers to designate the composing stick.

STICK-FULL.—Applies to about two inches of set-up type matter.

SIDE HEADS.—A title or sub-head at the side or set into the page or column.

SPACES.—Pieces of type metal, not type high, and less than the width of an "en" quad, used for spacing between letters and words. Blanks between words.

STEREOTYPE.—Duplicates of type matter cast in a solid body. Stereotypes are cast from type metal and being of an inferior quality are not as durable as electrotypes.

SERIFS.—The small projections which start at the sides or at right angles to the stems of letters.

SLUGS.—Thick leads; all leads thicker than "three-to-Pica," are called slugs.

T. C.—Top of column.

T. F.—Until forbidden.

TR.—Transpose.

TAKE—A term used by printers for the part of an article or advertisement that is given to one printer to set up. In large offices large jobs and advertisements are cut up into "takes" for the purpose of getting the work done up more quickly.

TOKEN.—500 sheets printed on one side, or 250 sheets printed on both sides. In New York one-half of this is called a token. Press work in some offices is figured at a certain rate per token.

TABLE WORK.—Matter made up mostly of figures and rules. Tabular matter.

UPPER CASE.—Refers to case containing capital letters.

W.—Weekly.

W. F.—Wrong font.

WRONG FONT.—The wrong style of letter or the wrong size.

2 T. A. W., 3 T. A. W., etc.—Mean respectively, 2 times a week, 3 times a week, etc.

A single line drawn beneath words signifies italics.

Two lines drawn beneath words signifies small capitals.

Three lines drawn beneath words signifies capitals.

A circle drawn around numerals is usually understood to mean that it is to be spelled out.

This list is not nearly as complete as it could be made, but will be found amply full enough for its purpose. Consult your printer on points you do not understand.

Part Nine

MISCELLANEOUS

CHAPTER LXXV

ADVERTISING THE NEIGHBORHOOD STORE

OF ALL merchants the little fellow on the corner, or side street, who is struggling along as best he can, deserves the compassion of the great. There are dozens of little stores in every large city, which are maintained for the accommodation of those who live in their immediate neighborhoods. Usually, these stores depend almost entirely upon the transient needs of the neighborhood public.

The proprietor of one of these little stores has much to contend with. He is constantly being told that his goods can be purchased much cheaper in the larger stores "downtown." He is told, also, that those purchased in the larger stores fit better, look better and wear better. His life is made miserable by frequent innuendos, and even open insults. He has to answer all these assertions with arguments in favor of his own stock, and quietly bear the insults with a smiling countenance.

That, however, is not the only disadvantage under which he labors. He usually has but a limited capital, and must sell out one line before he is in a position to put in another. He can only buy in limited quantities and in the case of perishable goods very often has to stand large losses. He is often very badly crowded for room in which to display his stock. Not infrequently he has to wait on customers, and do a large amount of work that is usually done by porters in the larger stores. He has to do all the dirty work there is to be done and at the same time try and look respectable. His customers are prone to compare his personal appearance with that of the smartly dressed clerks in the downtown stores, and his dingy looking store with the tastily decorated larger stores. All this is to his disadvantage, and often is an unconscious detriment to his business.

Yet, notwithstanding all these disadvantages, many of them manage in a short lifetime to accumulate sufficient of this world's goods to enable them to pass their declining years in happy ease. But even here habit is strong and many of them "stick to their last," and in the end "die in harness."

It is the usual belief among this class of merchants that they cannot afford to advertise. They cannot stand the enormous expense of newspaper advertising, it is true, but there are a thousand and one ways of advertising besides the use of newspapers of the city.

These little fellows are usually pretty ambitious, and most of them look forward to the time when they, too, will have large stores in the downtown district. They overlook the fact, though, that if they desire trade, they must interest those whom they can expect to trade with them. They must interest every person in the locality near their stores. If the merchant cannot do that he cannot ever expect to expand his business and grow out of his present quarters. It all rests with himself, upon his own exertions, upon his own energy, upon his own personality.

Newspaper advertising cannot be used at all, because the paper, with its forty to two hundred thousand circulation to be paid for, may not reach even a hundred of those persons from whom he can reasonably expect any trade. His trade being local, it depends entirely on those who live within a comparatively small circle of which his store is the center.

Regular customers are the backbone of any retail enterprise, and the storekeeper who does not turn his chance customers into regular patrons is losing the opportunity of his commercial life.

There are two elements of trade to be considered from the side of every retailer. First, getting transient customers; second, getting these transient customers to become regular patrons. The latter is dependent upon the former, for without the former he could never get the latter. To get transient customers the merchant must have some means of making them acquainted with his existence, why he exists, and what inducements he is offering for the customers' trade.

The first thing these little merchants should do is to turn their attention to the appearance of their stores. They should be kept cleaner and more inviting. Paint and paper are very cheap and usually the merchant has some portions of each day that hangs heavy on his hands. Let him then invest a few dollars in paint and paper and decorate his little store. In some cases the landlord can be made to open up his heart and do this part of the work but when he turns a hard face to the merchant's demands, the merchant should do the work himself. It is to his advantage to spend the few dollars necessary and he should do it. When once the place is neat and clean it requires very little work to keep it so. A general cleaning up like this advertises the little store and the store that is always clean has a reputation to be proud of.

Next to his store the merchant should look neat and clean. His clothes should not be shabby. A new suit of clothes, a hat and a pair of good sensible shoes can all be obtained for about fifteen dollars. This amount can be spent in no better way for advertising purposes when it is necessary.

The corner grocer should take extra pains to have his stock show up fresh, and by tasty arrangement of his wares make them look as tempting as possible.

The little shoe store, which has a repair shop in connection with the store, can use it as a means of considerable publicity. In every case the proprietor should turn out good, honest work. That in itself will become a recommendation for further work. If he spends a little more time in finishing his work and sends back the shoes polished and ready to put on he will accomplish this also. But he will also make the customer believe that he is getting more value out of his old shoes than he had thought possible. That counts in repairing.

Repairing should always be neatly wrapped up, and the package tied with twine. Too many proprietors of small stores think but little of appearances. The writer has seen many a "job" of repairing sent out wrapped in an old, dirty newspaper, a toe or a heel sticking out through a tear in the side of the paper, and no string used to keep the bundle together. By the time the shoes arrive at the home there is but little left of the paper, and the whole neighborhood has become appraised of the fact that they have been to the "cobbler's" to be mended.

Twine costs but little these days, and economically used goes a long ways. Newspapers may be used as wrappers for economy's sake, but for the store's sake they should be clean newspapers, not dirty and ragged ones. Because the parcels are being carried away by children is no excuse for a slovenly package. A bad impression of a store is easily created in this way, and it is hard to get rid of it when once created.

First appearances, too, are of the utmost importance, they are lasting, and should be of the brightest and best.

The greater portion of repair work is taken to the shop by children. Here is a fine chance to win business. The cobbler should make himself friendly with the children, using every art and means in his power. He must not scold them or talk cross to them when they bring work in that is covered with mud. They are as thoughtless, probably, as their mothers. He should take the trouble to explain the use of his various tools, and the machinery he uses. He must answer to the best of his ability all the questions propounded. He must be liberal with his "wax" and "waxed ends," and other trifles, and many a little heart will be won over by his little gifts, insignificant often to grown eyes, but of vast magnitude in the eyes of the little recipients.

He can, when he has time to spare, show them shoes that will fit them; interest them in the shoes shown; even go so far as to try them on "to find out how they look." When a pretty fit has been obtained a few well chosen words will arouse all the covetousness

in the child's nature. He or she will be possessed of a desire to own them, and don't forget that shoes are soon required, and those are the ones that are likely to be purchased. So, it will pay these little storekeepers to look well after their stock of children's shoes so that when parents call to inspect the ones shown the little ones a sale may be effected.

Cards or slips can be used to considerable advantage by these shoe-repairing stores. In fact, every parcel of repairing should contain an announcement or two about the stock carried by the store. It doesn't matter how many of these slips or cards go into the same home. Perhaps ten are required to make the announcement convincing. At any rate, every time it is retold it re-inforces its convincingness. Staple lines can be particularly mentioned, and prices quoted. In the rubber season an announcement of rubber prices, especially of lines for school wear, will bring results.

A little store paper might be issued monthly to some advantage. Especially is this so if the neighborbood store carries a fair sized stock. Of course, it wouldn't pay the little fellow who carries only a few hundred dollars' stock. The expense of this style of advertising is about as exclusive as that of the metropolitan daily. The store paper is one of the best mediums for the smaller stores in country villages, where no regular paper is printed, and especially so where there are R. F. D. routes.

Very often there are half a dozen stores grouped together around some corner in the cities. Very rarely do any of these stores conflict with the others. They usually carry entirely different lines of goods. Where this condition prevails, a store paper might be printed weekly, each of the stores contributing a share to the cost, and in the course of time it would have considerable weight as both a newspaper and an advertising sheet. A little co-operation here would make possible a means of effectively advertising each store and incidentally increase the business of each. The little corner might in time become a very profitable trading center.

Little folders, dodgers, cards and slips could be used by every neighborhood store once in a while, no matter how small the amount of business done. Even a cobbling shop could be benefited by an announcement of the prices charged. This advertising should be well printed on good stock. Cheap work and cheap stock pay poorly in results, and least of all when coming from a small store.

Prices should always be freely quoted, and the reader impressed with the fact that the merchant is willing to stand responsible for every article purchased at his store. Then, he should be careful to sell only worthy shoes, and shoes suitable for the uses for which they are intended to be worn.

Five dollars a month for advertising will seem but a small outlay to most of us, yet many of these small stores do not spend that much in a year for that purpose. Many of them dismiss the question of advertising entirely, because they cannot follow in the footsteps of the department stores, and use page spaces. This is a great mistake. Instead of dismissing the subject they should study out ways to advertise that are not too costly for them to use. This giving up so easily is responsible for the results we see all around us.

Many of these little stores are being run by old men who have lacked ambition or who have made failures in other lines. These men might have made little fortunes out of their little business if they had only used some means of pushing ahead a little at a time and, creeping carefully, gradually win a place in the front ranks of success.

Five dollars a month would buy two pieces of good printing in the shape of cards or small folders or even a fairly well printed circular, if not required in more than 500 lots. Usually 500 would prove more than ample for the needs of these stores. Just think of the impression the merchant would create who sets out to deliver some piece of printed matter to the homes in his vicinity every other week.

He would soon become known as the best advertiser "for his size" in the city. Curiosity would be aroused in many homes to see this advertiser and his store—and his goods. It would add prestige to his shop. It would add dollars to his income. Sixty dollars a year for advertising! Some of these little fellows would faint if they even thought of it. The time will come though, when twice that amount will be spent by every live "little

fellow," who keeps a neighborhood store. He will capture the bulk of the trade, if there are any others around they will have to be content with the leavings.

One reason why many of these merchants do not advertise is because they have been taken in by the smooth solicitor for some kind of advertising fake or another. If there is any one kind of advertising that the man with the small appropriation should let alone it is these schemes that are offered him by travelling solicitors and fakes.

The window of the neighborhood store is usually neglected. It is hardly ever really clean and very often there is no attempt at a window display of any kind. The grocer will put out in the morning a few baskets of potatoes, carrots, turnips, etc., and in the evening he will take them in again. It is true that dust does not harm these edibles very much but at the same time it does not do them any good. Then, in their season, a crate of berries will be placed out in the hot sun and allowed to remain there and attract the flies of the neighborhood until they are sold. Is it any wonder then that some housewives say; "I was going to get some strawberries at Jones' but they looked so mushy I thought I'd better wait."

The only signs around will be home made and beneath the fly specks can often be seen a poorly constructed legend stating "Fresh Maple Syrup," "Cider Vinegar," or "Repairing neatly done."

The windows of these stores are usually small, it is true, and they are often merely a house window, turned into a store window. But no matter how small or how high from the ground, some attempt at dressing should be made. A small platform or ledge should be built if there is not one there already. Around this there should be a curtain about two feet from the bottom of the window or platform, and extending around the sides and back. This will make a window in which a display may be made. This display should be changed and dusted often so that a variety of goods may be shown.

Besides the methods mentioned in which every dealer may obtain publicity there are many others. The important thing is to create a good impression. The stock must look clean. It must look as though it was valued by the proprietor. Then he should use every precaution in giving satisfaction to his patrons. He must create the impression that he understands his business from A to Z, and as far beyond that as possible. He must be acquainted with all the newest creations in his line of business. He must keep posted on prices and styles. These facts he can obtain from his trade paper, which should prove even more valuable to him than to the larger storekeepers. In cities, where there are wholesalers, he might create a good business in "taking orders." He can take orders for lines not kept in stock and obtain them from the wholesalers in the city the same day as ordered. For that reason he should become thoroughly acquainted with the stocks carried at the various wholesale depots.

In these modern days there is no excuse for any merchant to say he cannot advertise. He can, if he wants to very badly and get good returns from his advertising, too. He must, however, study out his situation very carefully and follow out lines that have proven successful with others.

CHAPTER LXXVI

AN ADVERTISING CAMPAIGN

IT IS too late in the day to argue the necessity of advertising, that point is generally conceded by all merchants. The question that usually rises is "How shall I advertise so as to get the best results?"

Yet, even now, with almost every merchant doing some advertising of some kind, the value of advertising is scarcely realized. Merchants follow this year the same plans of last year. These plans were never laid out, but happened. The same plans were used

ten years ago as now. They are merely running around in a circle, coming at the end of the year to where they were at the beginning.

This chapter on the advertising campaign was written for, and printed in, *The Boot and Shoe Recorder*. It was written for shoe merchants, but is very general in character. Any merchant will profit by a close perusal of it.

In writing of advertising campaigns it is not our design to lay down any hard and fast rules. It is useless to do so, for plans that will suit one merchant's business will not be adaptable to the business of his neighbor. This applies only to details, for the general outlines of most advertising campaigns are the same.

There are many merchants who do their advertising in a very peculiar way. They do it by fits and starts, as they feel optimistic, or blue. If trade takes a bad turn they close up like clams, and cut off all their expenditures on newspaper space and other methods of making their business better known. All this, when you consider the question very closely, is decidedly foolish. When trade falls off, then the stimulant should be applied most regularly and persistently. Then the merchant must put on his thinking cap and proceed to find means of forcing business.

The successful men of to-day do not sit down and wait for business to come to them. They go out after it in a hundred ways. Advertising is the merchant's life-preserver, it keeps him afloat at all times.

There are many merchants, too, who go at their advertising in a haphazazd manner. They have a certain amount of space in their local paper or papers. For a few weeks they will strive to make up good copy to fill this space, and then leave it alone for weeks. They will drop into every scheme that comes along and then turn down everything, the good with the bad. They have no plans, no settled policy.

The sensible merchant looks upon the newspaper as the intermediary between himself and the community and acts accordingly. He sets apart a certain sum at the beginning of the year for advertising, just as he would hire a necessary clerk, and then, in a practical, thoughtful, painstaking way, he endeavors to secure the very best amount of usefulness from the amount expended.

The great question, then, is how much or how little to spend. In the average retail business in a country town about one per cent. of the turn-over for the year should bring good results. In the larger towns and smaller cities the per cent. must be doubled to bring anything like the same returns. In some of the larger cities the rate must even be higher. Circumstances surrounding a town or city have a great deal to do with the cost of advertising, but usually where it is necessary to spend from two to three per cent. or more the returns are multiplied. The territory is larger and it requires more papers to cover it, but in return there are more people who are advertised to and who are prospective customers.

A man must to a large extent think out for himself the question of the most desirable channels through which to distribute his advertising. He should do this without prejudice or favor. Prejudice and favor are rocks upon which many merchants wreck their advertising ships. Try to avoid that by all means.

There are some who pin their faith to the newspapers and use them exclusively. For this plan it might be argued that the best advertisers and those who seem to have reduced publicity practically to a science are to be found users of newspaper space. The newspaper reaches the home circle and is perused by old and young, male and female, both the reading and the advertising columns being read thoroughly. But even the newspaper fails if it happens to be a "jim-crow" sheet that smells of cobwebs and blue mold. In this case the argument fails and even the despised dodger takes precedence.

A good newspaper with standing and influence in a community may be relied upon as the very best medium of communication between the retailer and the public. We would not urge the daily and weekly paper to the exclusion of other classes of publicity, not even side schemes of a legitimate and enterprising character, but the newspaper should be first and foremost. As supplementary advertising other mediums should be used as circumstances and conditions dictate.

Advertising plans should be laid out at least a season in advance. There are many reasons for this, chief of which is the fact that a certain line of action having been mapped out, everything will be made to fit more closely to those plans. For instance, a merchant contemplates holding a tremendous clearing sale in July. A manufacturer offers him a lot of goods at a reduced price in May. He does not require these goods at the time, but seeing the possibilities of making more business and a bigger reputation by having them for his sale he purchases them. If he had been undecided as to whether he would hold such a sale or not he would have turned the offer down and his competitor perhaps snap it up.

Let us look at the principal events in the business year. They are·

January.—Clearance sales.

March-April.—Spring and Easter.

June.—Vacation and summer.

July.—Fourth of July sale.

August.—Clearance sales and school opening.

September.—Labor Day and workingmen's shoes.

November.—Thanksgiving sale.

December.—Holiday sales.

These events almost every shoe merchant looks forward to and prepares for by purchasing goods that are suitable for these various seasons. If he did not he would soon be driven from business by his more enterprising and thoughtful competitor.

If he buys his goods to meet the requirements of these events why should he not at the same time study out ways and means for getting rid of those goods to advantage. It seems foolish to think that he will wait until the last moment to decide upon just how much advertising he will do to make a season's business. But that is just what thousands of merchants are doing. They intend to advertise all right, but they could not tell you any detail of that advertising beforehand.

A great many merchants are at this reading making their purchases for fall and thinking somewhat of what they intend to do. Let us therefore, set forth a fall campaign that might be used by any medium-sized store. In the first place though, let us urge that a good-sized note book be carried in the pocket by the merchant into which every good idea for carrying out his fall plans should be written.

Of course he uses newspapers. He has his daily paper. Into this he goes at least three times a week, or in other words, every other day. He then has three or four weeklies that circulate largely among a suburban population that are within reaching distance of the store. He may use small spaces in the daily if the price of advertising space is high, but he will have no trouble in securing good sized spaces in the weeklies at from $50 to $75 per year. Now he knows he is going to use these mediums—perhaps he uses them all the year round—he will have to write from five to seven new advertisements every week unless he wants some of them duplicated, and a good advertiser hardly ever allows that. The question arises then, why should he not write up some of his advertisements ahead of time? Excellent ideas come to him and he says, "Now, that's good. I must remember that," and then forgets it. Put it down on paper if it's worth saving.

Booklets are looked upon as the very best of supplementary advertising. So we will have a booklet in this campaign. It may be that one of the manufacturers from whom he buys his goods will provide this, many of them do; often when they do not provide the booklets they do provide suitable cuts. These should be obtained as early as possible so that they can be carefully selected for the booklet. In this booklet the retailer should not only have a half dozen of one make of shoes illustrated, described and priced, but he should have representative lines from every department. Infants' shoes and comfort shoes and slippers should have a place in this booklet as well as the finest lines of men's and women's shoes.

The quantity of booklets he will use should be carefully computed. Too many of them means waste, and too few means loss of business. These booklets are to be sent by mail to every name on his mailing list. If he has no mailing list he should set out at

once and commence compiling one. Upon the value of this list depends the value of his advertising by mail.

Beside this booklet it would be well for the merchant to have a small folder illustrating and pricing the rubber footwear he intends handling. It should not be hard to obtain cuts of the most prominent lines from the jobber, or the manufacturer of the lines he handles. If this cannot be done he can have cuts made from those appearing in their price-lists at small cost. These may be mailed with the booklet or separately. There should also be a goodly number of these used as package inserts. This folder should bring him much more rubber trade than he can obtain by occasional advertisements in the newspapers.

Beside this booklet and folder he may see fit to use a series of mailing cards or circulars. These are of special value, when a good mailing list is at hand.

One of these circulars might be on the topic of school shoes and should be mailed in the latter part of August to all heads of families.

Another of these circulars might be on the topic of dress shoes and should be sent to all the younger men and women on the list.

The number of these circulars or mailing cards should be decided upon and the particular lines they are to advertise should also be settled upon. The merchant should never try to advertise more than one class of shoes in any one circular. These ought to be very specific.

Then, perhaps, he uses novelties or souvenirs. If he does he should look over the market and pick out his novelty and order it for delivery at a certain date. He should not wait until some smooth-tongued solicitor or canvasser comes along and hypnotizes him into believing that some trifling thing is a great business bringer. These novelties should be chosen after mature deliberation and not in a hurry.

The method of distributing the souvenirs should also be decided upon and plans laid out for the accomplishment of that detail.

From this plan it can be seen what we mean by planning ahead. It is not expected that this plan will meet the approval of every merchant, nor should it. As often stated, the circumstances or situation of every business varies. In some localities novelties and premiums have been done to death. In such a case it is better for the merchant to let them alone and advertise freely that he does not give these trifling articles away but puts their cost into his goods, thereby enabling him to give better value.

A very good idea for every merchant who is looking for the best mediums of advertising at a moderate cost, would be to try out different plans for several seasons, and note the results from each. A comparison of these results if compiled without prejudice would be very valuable to him in making up future plans.

By all means start out each year, or each season, with a certain amount of money set aside for advertising purposes. Make this appropriation ample enough to carry out a plan that will do you justice. Then try and keep your plans within the limit of this sum.

It is not wise, however, to lay down a plan and follow it in spite of everything. Certain things may crop up that were unlooked for, necessitating a change. When this is the case make the change. Therefore, beside being a set plan it should also be elastic. The merchant who follows plans and precedents too closely is usually known as conservative, and he may also be known as unprogressive.

CHAPTER LXXVII

WHAT SHALL A BUSINESS MAN READ?

THERE are few men in business to-day who do not read at least one trade journal—some read many. The successful business merchant is helped by reading his trade journal as much as by any other thing he does. Trade journals to-day are mostly of the progressive order. They are not filled with puffs of their advertisers' wares. The personal and obituary columns are almost a thing of the past.

In place of these we have articles written by successful men. Articles telling largely what they have found out by hard labor, constant thought, and many years of experience. These ideas are so valuable that it is surprising there are not more of them preserved in book form.

The lawyer, the doctor, and the preacher are constant readers. Why? They must keep up to date in their knowledge of the advances made in their professions. If one doctor makes a discovery he tells all the rest of them what the nature of the discovery is through the medium of the medical journal. In this way a doctor in California may effect a similar cure to the doctor in Maine. So it is with the trade journals printed for the merchant. A business plan is tried in New York City and found to work out successfully. This merchant does not keep his plan a secret. No, he fears no man. He gives it up for the benefit of other merchants all over the country. Men situated in a hundred places may read of the plan and conclude it is just what they require to make their business successful. They have searched in vain for just such a plan but were unsuccessful in finding it until it was given light by him who first found it.

The merchant's problems are much the same in one town or city as they are in another. Plans that are successful in one place are likely to be successful in another. Plans that fail in one city are as likely to fail in another. The chronicle of these plans is a veritable chronicle of the progress of events in the business world. Unless we had the trade journal we would be groping in the dark half of the time.

"Every man to his trade," is an old saying and it has largely been "every merchant to his own trade journal." That is, the shoe merchant takes a shoe trade journal, a dry goods merchant takes a dry goods trade journal, etc. This is as it should be as far as it goes. But does it go far enough? Should not the shoe merchant take a dry goods trade journal once in awhile and find out what is being done by his brother merchants in other lines? The shoe men of the country do not discover all the good things for merchants by any means. Merchants in other lines are experimenting all the time and discovering newer methods of doing things that are as valuable to the shoe merchant as they are to themselves.

Then there are journals that are specializing. Take advertising for one thing. There are a great many advertising journals published in the United States. These journals are merely trade journals advanced a stage into specialization. Some go even further and specialize upon some class of advertising. One is the champion of the retailer, another of the general advertiser. Yet another will advocate the exclusive use of newspapers, while another will deny altogether that newspapers are of any value unless the magazines are used. Much discussion brings out many truths that would otherwise be overlooked, and in the end the merchant and the advertiser subscribing for these journals reap the profits.

Window dressing and interior decorations demand another specialized paper and the information there given and the illustrations shown are very valuable to the retail merchant.

What shall a business man read? He should read everything that can be of value to him. Everything helpful to his business. He must read his daily paper. The news of

the world at large must be glanced over and absorbed. This is necessary if the merchant wishes to broaden his mind. His daily communication with his associates and customers would be dry and ineffectual unless he could prove himself as well posted as they upon current events.

He may read some for pleasure but he should read much for profit. He should read intelligently. In the end it really comes down to the matter of how much benefit he derives from his reading and not how much reading he does.

The merchant who reads too much in the classics of literature and too little in the trade journal is just as apt to become dissatisfied with his life as the silly woman who reads too many cheap and trashy novels to remain normal in matters of every-day life. Too much of anything in this world is baneful in its effects. Too much money will ruin some men. Too much power is harmful for another class, and so on.

We are giving a short list of books, trade journals, advertising journals, and business magazines. These lists are given merely as an aid to the advertiser and merchant. It is not as complete as the author would like to have had it but as complete as he could make it with the time at his disposal. Each periodical mentioned has been carefully looked over by the author and is unhesitatingly recommended by him to those whom they may interest.

In the matter of a selection of a trade journal we would advise that sample copies be secured. In most cases these are sent out free upon request. The merchant should show his interest by writing his request upon his business stationery, as post cards are frequently used by mere curiosity seekers. After a careful reading of the sample copies a selection can be made of those that are most likely to be of benefit.

It is a good thing to change around a bit and take at least one new journal every year even if an old one has to be dropped. New ideas may then be secured as no two papers will be edited along identical lines.

The advertising journals do not usually send out many sample copies as they are sometimes very elaborately printed and too costly to be given away. The cost of sample copies of the whole lot would be but little and will be worth much more to the advertiser than they cost.

The reviews given are necessarily very brief. It being merely the intention of the author to give a brief notice of those journals that give space to the vital question of advertising. Some maintain a regular department, in some cases running to several pages, while others print only occasional articles. These notices are given without remuneration for the benefit of the reader and not to benefit or favor any particular paper.

There may be other trade papers equally as good, or perhaps even better than those mentioned. If there are, they have received no notice only because the author has never seen a copy.

The subscription prices mentioned are for the United States only. Canadian subscriptions are in most cases higher since the recent changes in the postal arrangements between the two countries.

List of Books on Advertising and Kindred Subjects

Vest-pocket Manual of Printing. 50 cents.

Scientific Business Letter Writing.—By L. E. Ludwig. $1.00.

Specimens of Business Cards and Tickets—sixteen-page booklet—25 cents.

A Desk-book of Errors in English.—By Frank H. Vizetelly, F.S.A. 75 cents.

Secrets of the Mail Order Trade.—By George F. Terry. 180 pages. $1.00.

Fifty Lessons in Shoe Advertising.—Containing fifty specimens of shoe advertising. $1.00.

Printing in Relation to Graphic Art.—By George French. French hand-made edition. $3.50.

Specimens of Envelope Corner Cards—twenty-four page booklet—25 cents. New second edition.

MODERN LETTERPRESS DESIGNS.—A collection of designs for job composition from the *British Printer*. 60 cents.

PUNCTUATION.—By John Wilson. For letter-writers, authors, printers, and correctors of the press. Cloth, $1.00.

CONCERNING TYPE.—By Ambrose S. Cornell. A handbook of useful information for advertisers. 64 pages, 50 cents.

PENS AND TYPES.—By Benjamin Drew. A book of hints and helps for those who write, print, teach or learn. Cloth, $1.25.

SPECIMENS OF LETTER-HEADS.—Modern typework, printed in one, two and three colors and with tint-block effects. 50 cents.

"GRAINS OF GUMPTION."—By Jed Scarboro. A snug little booklet for everyone who uses his head to do his own thinking. 25 cents.

THEORY AND PRACTICE OF ADVERTISING.—By Geo. W. Wagonseller, LL.D. Being fifty practical lessons in advertising. Cloth, $1.00.

BIGELOW'S HANDBOOK OF PUNCTUATION gives full information regarding punctuation and other typographical matters. Cloth, 50 cents.

MENUS AND PROGRAMS.—A collection of modern title-pages and programs, printed on cloth-finished and deckle-edge papers. 50 cents.

ENGLISH COMPOUND WORDS AND PHRASES.—By F. Horace Teall. A reference list, with statement of principles and rules. Cloth, $2.50.

AMERICAN MANUAL OF TYPOGRAPHY.—New enlarged edition. 180 pages, heavy cover, cloth back, gold stamp, gilt top, 24 chapters. $4.00.

PUNCTUATION.—By F. Horace Teall. Rules have been reduced to the fewest possible, and useless theorizing carefully avoided. Cloth, $1.00.

COMPOUNDING OF ENGLISH WORDS.—By F. Horace Teall. When and why joining or separation is preferable, with concise rules and alphabetical lists. Cloth, $1.25.

SUCCESSFUL ADVERTISING—HOW TO ACCOMPLISH IT.—By J. Angus McDonald. A thoroughly practical work on advertising for department stores and others. $2.00.

THE ART OF WRITING AND SPEAKING THE ENGLISH LANGUAGE.—By Sherwin Cody. Four volumes, 1. Composition; 2. Word-Study; 3. Rhetoric; 4. Grammar. $2.00.

PRINCIPLES OF THE MAIL ORDER BUSINESS.—By Arthur E. Swett. A practical hand-book on advertising a mail order business. Contains many schemes to help the mail order advertiser. $1.00.

TYPOGRAPHIC STYLEBOOK.—By W. B. McDermutt. A standard of uniformity of spelling, abbreviating, compounding, divisions, tabular work, use of figures, etc. Vest-pocket size. Leather, 76 pages, 50 cents.

GRAPHIC ARTS AND CRAFTS YEAR BOOK.—Gives complete exposition of printing, engraving, color work, illustrating, etc. Is in a class of its own. Should be in the library of everyone connected with the advertising-printing art. $5.00.

SALES PLANS.—333 Practical Plans for getting more business. This book is a collection of the best and latest ideas that have been used by progressive stores to get more business. 282 pages. Cloth, $2.50. Full morocco, $3.00.

CONNECTIVES OF ENGLISH SPEECH.—By JAMES C. Fernald, L.H.D. Giving the definitions with the correct usage of these parts of speech so far as pertains to their office as connectives in the construction of English phrases and sentences, etc. $1.50 net.

PRACTICAL PUBLICITY.—By Truman A. DeWeese. This is a book for advertisers—men who buy advertising and the men who have advertising to sell—not a hand-book nor a history of advertising but a practical exposition of advertising as it is to-day. $2.00.

THE PREPARATION OF MANUSCRIPTS FOR THE PRINTER.—By Frank H. Vizetelly. F.S.A. Containing directions to authors as to the manner of preparing copy and correcting proofs with suggestions on submitting manuscripts for publication. 75 cents.

MODERN ADVERTISING.—By Ernest E. Calkins and Ralph Holden. A sane, common sense exposition of advertising as it is, and the ways and means of using it to accomplish the object of business—sales—dividends—success. $1.50, 14 cents additional for postage.

GAINING A CIRCULATION.—A book of 60 pages; not a treatise, but a compilation of more than five hundred practical ideas and suggestions from the experiences of publishers everywhere, briefly stated and classified for practical use; a valuable aid. Price, 50 cents, postpaid.

THE VERBALIST.—By Alfred Ayres. A manual devoted to brief discussions of the right and wrong use of words, and to some other matters of interest to those who would speak and write with propriety. Includes a treatise on punctuation. Cloth, 4¾ x 6½, $1.32, postpaid.

THE THEORY OF ADVERTISING.—By Walter Dill Scott, Ph.D. This is a simple exposition of the principles of psychology in their relation to successful advertising. Among the topics treated are: "Attention," "Association of Ideas," "The Direct Command," "Suggestion," etc. $2.00.

VEST-POCKET MANUAL OF PRINTING.—A full and concise explanation of all the technical points in the printing trade, including chapters on punctuation, capitalization, style, marked proof, corrected proof, proof-readers' marks, make-up of a book, imposition of forms. Leather, 86 pages, 50 cents.

ONE HUNDRED AND THIRTY-FIVE THOUSAND WORDS SPELLED AND PRONOUNCED.—By John H. Bechtel, author of "Handbook of Pronunciation," "Synonyms," "Slips of Speech," etc. For practical needs of busy people and for quick reference this book will be found invaluable. 614 pages; cloth, $2.00; leather, $2.50, postpaid.

PROOF-READING AND PUNCTUATION.—By Adèle Millicent Smith. A manual of ready reference of the information necessary in ordinary proof-reading, with chapters on preparing copy, reading proof, typefounding, sizes and styles of types, typesetting, jobwork, paper, technical terms, reproductive processes, etc. Cloth, 183 pages, $1.00.

CORRECT COMPOSITION.—By Theodore Low De Vinne. Second volume of the series on "The Practice of Typography." A treatise on spelling, abbreviations, compounding, division, proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proof-reading. Cloth, 12mo, 476 pages, $2.14.

THE MAHIN ADVERTISING DATA BOOK.—By John Lee Mahin. Contains population of all states, cities and rural districts, center of population, etc.; advertising statistics; media; directory of leading publications giving circulation, rates, class, etc.; valuable information on type faces, printing plates, paper stock, street car and poster advertising, etc. $2.00.

GRAMMAR WITHOUT A MASTER.—By William Cobbett, carefully revised and annotated by Alfred Ayres. For the purpose of self-education this book is unrivaled. Those who studied grammar at school and failed to comprehend its principles, as well as those who have never studied grammar at all, will find it especially suited to their needs. Cloth, 4¾ x 6½, $1.07, postpaid.

ENGLISH SYNONYMS, ANTONYMS, AND PREPOSITIONS.—By James C. Fernald, L.H.D., containing over 7,500 classified synonyms with their various shades of meaning carefully discriminated, this being an exclusive feature of this work. Also, nearly 4,500 classified antonyms. Correct use of prepositions shown by illustrative examples. Hints and helps on the accurate use of words. $1.50 net.

BRAINS.—Vol. 23, September to December (inclusive) 1903, 544 pages. $2.00.

BRAINS.—Vol. 26, January to May (inclusive) 1905, 672 pages, $3.00.

BRAINS.—Vol. 27, June to December (inclusive) 1905, 972 pages, $3.00.

BRAINS.—Vol. 28, January to June (inclusive) 1906, 875 pages, $3.00.

BRAINS.—Vol. 29, July to December (inclusive) 1906, 850 pages, $3.00.

BRAINS.—Vol. 30, January to June (inclusive) 1907, 850 pages, $3.00.

In each of these volumes there are to be found hundreds of reproductions of advertisements, specimens of catch phrases, descriptions, as well as over a hundred articles on advertising subjects. These volumes are of inestimable value to retail merchants.

PRACTICAL JOURNALISM.—By Edwin L. Shuman, author of "Steps Into Journalism." A book for young men and women who intend to be reporters and editors. It tells how a great paper is organized, how positions are secured, how reporters and editors do their

work, and how to win promotion. There are chapters on running country papers, avoiding libel, women in journalism, and on the latest methods of big dailies. Covers the whole field of newspaper work, and tells just what the beginner wants to know. Cloth, 12mo, $1.37, postpaid.

WRITING FOR THE PRESS.—By Robert Luce. A manual containing instructions for writers for the press. Advertisement writers will find much of interest and value in its pages. Cloth, $1.00.

THE ART OF WRITING ENGLISH.—By J. M. D. Meiklejohn, M. A. A manual for students, with chapters on paraphrasing, essay-writing, précis-writing, punctuation, etc. Analytical methods are ignored, and the student is not discouraged by a formidable array of rules and formulas, but is given free range among abundant examples of literary workmanship. The book abounds in such exercises as will impel the student to think while he is learning to write, and he soon learns to choose between the right and wrong in linguistic art and expression. Cloth, 12mo, $1.50.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS.—By Paul Nathan. Contents: The Printer as a Business Man, Starting an Office, What Class of Customers to Seek, How to Develop Business, Writing Advertising Matter, Taking Orders, Advertising, How to Talk to Customers, Cost of Producing Printing, Estimating, Acquiring Money, Price-cutting, Competitors, Profit and How It Should be Figured, Buying, Doing Good Printing, Composing-room, Pressroom, Business Office, Bookkeeping, Management of Employees, The Employee's Opportunity, Danger in Side Ventures, Systematic Saving, Partnerships, Leakages, Keeping Up with the Times, Suggestions from Others. 375 pages, cloth, $3.00.

ADVERTISING MAGAZINES

ADVERTISING, Royal Insurance Building, Chicago, Ill. Monthly, $1.00 per year. A journal for advertisers and business men. Specializes on mail-order advertising.

BRAINS, For the Retailer and Advertiser, Deposit, N. Y. Weekly, $5.00 per year. A journal for merchants. Special articles each week on some phase of retail advertising. Reproduces from twenty to fifty retail advertisements each issue giving editorial criticisms and remarks on each. Regular departments, "Publicity Problems:" "Schemes to pull trade;" "What merchants say;" "Best ideas from trade reviews." In department "What merchants say," are reproduced selling ideas, introductions and descriptions from retail advertisements. These items are classified and appear under about fifty headings occupying about ten pages. Every retail merchant and advertisement writer should read this journal regularly.

FAME, Lincoln Building, Union Square, New York, N. Y. Monthly. $1.00 per annum. A journal for advertisers edited by Artemas Ward. Small but very much alive.

JUDICIOUS ADVERTISING, Trude Building, Chicago, Ill. Monthly, $1.00 per year. A magazine of general advertising principles and review. Special articles on all kinds of advertising. Many reproductions in half-tone of fine advertising matter and advertisements.

LETTERS, Chicago, Ill. Bi-monthly, $1.00 per year. The magazine of Correspondence Salesmanship. Specializes on advertising by means of circular letters.

LA PUBLICITÉ MODERNE, 32 Rue de la Victoire, Paris, France. Monthly, 5 francs par an. Revue Mensuelle. Printed in French.

MERCHANTS' RECORD AND SHOW WINDOW, 315 Dearborn St., Chicago, Ill. Monthly, $2.00 per year. An illustrated monthly journal for the merchant, window decorator and advertiser. Every merchant should receive this journal for its helpful hints on window and interior decoration. It gives each month a number of special articles on advertising. Records schemes used by merchants that have proved successful. Has regular department, "Short lengths for the ad-man."

MERTZ' MAGAZINE, Los Angeles, California. Monthly, $1.00 per year, 10 cents per copy. Devoted to the interests of Pacific Coast Advertising. Articles on advertising for all kinds of advertisers. All the news of advertisers' doings in the West.

PRINTERS' INK, 10 Spruce St., New York, N. Y. Weekly, $2.00 per year, 5 cents per

ry. A journal for advertisers, commonly called "The Little Schoolmaster in the Art of Advertising." Contains weekly departments of art (illustrated advertisements) criticisms and ready-made advertisements. Special articles covering all phases of advertising for all kinds of business.

Profitable Advertising, Boston, Mass. Monthly, $2.00 per year, 20 cents a copy. The magazine of publicity, devoted exclusively to the interests of advertisers and publishers. A large number of half-tone reproductions of advertisements and advertising matter illustrated each month. Good articles on advertising in all its phases. Current items of interest to advertising men and publishers.

Progressive Advertising and Outdoor Publicity, 120 Chancery Lane, London, W. C. England. Monthly, 6s. 6d. per year. A periodical of progress in all phases of Publicity.

Publicité—Publicity, Montreal, P. Q., Canada. Monthly, $2.00 per year. Published in both French and English, column for column. Practical and critical review of the art of advertising. Special articles on the subject of advertising.

The Advertising World, Columbus, Ohio. Monthly, 35 cents per annum. Sample copies upon request. A journal of news, suggestions and criticisms for advertisers. This little journal is particularly valuable to retail advertisers, as it contains each month a great many ideas and clever advertising schemes.

The Canadian Printer and Publisher, 232 McGill St., Montreal, P. Q., Canada. Monthly, $2.00 per year. Prints special articles on advertising and has regular "department of advertising—printing."

The Inland Printer, 130 Sherman St., Chicago, Ill. Monthly, $3.00 per annum. Sample copies 25 cents. While this monthly is devoted to the printer and publisher every student of advertising should see it regularly. It features fine displays in printing and advertising matter.

The Mail Order Journal, 109 Randolph St., Chicago, Ill. Monthly, $1.00 per year, 10 cents per copy. The American magazine of advertising. Features mail order advertising. Educational articles on advertising subjects.

The National Advertiser, 32 W. Twenty-Fifth St., New York, N. Y. Weekly, 50 cents per year, 5 cents per copy. A weekly newspaper for advertisers. Favors newspaper advertising. News items for advertising men and publishers.

The Novelty News, 171 Washington St., Chicago, Ill. Monthly, $1.00 per year, 10 cents per copy. The only magazine devoted exclusively to the interests of advertising novelties and advertising appliances. Each number contains novel sales plans showing how best results are obtained from the use of advertising novelties. The latest ideas in novelties are reproduced by word and picture. Some of the regular departments deal with premium goods, souvenirs, fans, calendars, signs, post cards, etc.

The Overland Monthly, Allentown, Pa. Monthly, $1.00 per year. Special articles on mail order advertising.

White's Sayings, Seattle, Wash. Monthly, 25 cents per year. A journal of advertising and business methods. Articles on advertising in all kinds of mediums. Contains "Rusty Mike's Diary" which should be read monthly by every advertiser.

Trade Journals

American Industries, 170 Broadway, New York, N. Y. Twice-a-month, $1.00 per year. Published in the interests of manufacturers and contains articles on advertising ways and means particularly interesting to them.

American Jeweler, 373 Dearborn St., Chicago, Ill. Monthly, $1.00 per year. Sample copies upon request. Gives occasional space to technical features of advertising.

Business and Finance, New York, N. Y. Monthly, $1.00 per year. Devoted to business, corporate and investment interests. Special articles on advertising, investments, real estate, etc.

CANADIAN CIGAR AND TOBACCO JOURNAL, 26 W. Adelaide St., Toronto, Ont., Canada. Monthly, $1.00 per year. Sample copies upon request. Special articles each month on advertising and window trimming.

CLOTHIER AND HABERDASHER, 26 W. Adelaide St., Toronto, Ont., Canada. Monthly, $1.00 per year. Sample copies on request. Has regular department of advertisement criticism; runs special articles on newspaper and other species of advertising; features window trimming.

CHICAGO APPAREL GAZETTE, Chicago, Ill. Twice a month, $2.00 per year. Special articles on advertising; regular departments of "Clever Sayings" culled from current advertisements; department "With the Retailer; what he is doing to gain trade," contains numerous sales plans used by retailers from all parts of United States.

DRY GOODS REPORTER, 203 Fifth Ave., Chicago, Ill. Weekly, $3.00 per year. A special article weekly on advertising by "The Tramp," also special articles on and reproductions of advertising matter and window trims.

DRY GOODS ECONOMIST, New York, N. Y. Weekly, $5.00 per year. Has regular departments on advertising, window dressing and wide-awake retailing. Department of advertisement criticism. Contains very much information of value to all retailers, although especially interesting to dry goods merchants.

DRY GOODS RECORD, Montreal, Que., Canada. Monthly, $1.00 per year. Special articles on advertising and window dressing.

EDUCATION IN BUSINESS, Peoria, Ill. Monthly, 50 cents per year. A magazine of business inspiration. Special articles on advertising subjects.

GENERAL MERCHANTS' REVIEW, 315 Dearborn St., Chicago, Ill. Published every other Friday. 50 cents per year. An independent paper for the general merchant. Special articles on advertising and window trimming for retail merchants. Regular department, "Advertising Assistance."

GROCERS' MAGAZINE, Grocers' Exchange, Boston, Mass. Monthly, $1.00 per year. Special advertising topics of interest to grocers discussed each month.

MODERN METHODS, 88 Griswold St., Detroit, Mich. Monthly, 50 cents per year. Sample copies upon request. A monthly magazine of practical thought and suggestion for business men. Special articles on advertising.

MICHIGAN TRADESMAN, Grand Rapids, Mich. Weekly, $2.00 per year. Sample copies upon request. Special articles on advertising. Regular department of window trimming.

MEN'S WEAR, 621 Broadway, New York, N. Y. Twice a month, $2.00 per year. Samples upon request. Special articles on advertising and window trimming. Quotes clever sayings, introductions and interesting items from current advertisements.

PRACTICAL DRUGGIST, 108 Fulton St., New York, N. Y. Monthly, $1.00 per year. Sample copies upon request. Special articles on advertising and window trimming.

PUBLISHER RETAILER, 24 East 21st St., New York, N. Y. Monthly, $1.00 per year. Special articles on advertising for the book and stationery trades.

SYSTEM, Chicago, Ill. Monthly, $2.00 per year, 20 cents per copy. A monthly magazine for the man of affairs. Special articles on advertising for different lines of trade. Articles on system in the advertising department.

SHOE TRADE JOURNAL, 154 Lake St., Chicago, Ill. Twice a month, $1.00 per year. Sample copies upon request. Special articles on advertising and window trimming. Features scheme advertising.

SELLING MAGAZINE, Postal Telegraph Building, New York, N. Y. Monthly, $1.00 per year. Samples upon request. Devoted to the marketing of machinery, tools, equipment and supplies. Articles on advertising in trade and general publications relating to the above mentioned articles.

SHOE AND LEATHER GAZETTE, 412 North Ninth St., St. Louis, Mo. Weekly, $1.00 per year. Regular department "Material for your ads" being arguments culled from various sources.

SOUTHERN FURNITURE JOURNAL, High Point, N. C. Monthly, $1.00 per year. Occasional articles on advertising and window trimming for furniture dealers.

THE APPAREL RETAILER, 11 Columbia St., Boston, Mass. Monthly, $1.00 per year. Special articles on advertising and window dressing for merchants handling any class of wearing apparel.

THE BUSINESS MAGAZINE, 232 McGill St., Montreal, P. Q., Canada. Monthly, $2.00 per year. Occasional articles on advertising.

THE BUSINESS MAN'S MAGAZINE, Detroit, Mich. Monthly, $1.00 per year, 10 cents per copy. Contains many articles on advertising and system that are of value to business men.

THE CANADIAN SHOE AND LEATHER JOURNAL, Toronto, Ont. Monthly, $1.00 per year. Contains regular departments on advertisement criticism and store management; occasional articles on advertising and window trimming.

THE CINCINNATI TRADE REVIEW, 124 Government Place, Cincinnati, Ohio. Monthly, 25 cents per year. Special articles on advertising and window trimming.

THE CLOTHIER AND FURNISHER, 13 Astor Place, New York, N. Y. Monthly, $2.00 per year. Special articles on advertising. Has departments "What others are doing;" "Hints on advertising;" "Art in window dressing;" "Window cards."

THE DEPARTMENT STORE REVIEW, 199 Pearl St., Buffalo, N. Y. Monthly, $1.00 per year. Sample copies upon request. Has a regular department under the heading, "Publicity," in which department store advertisements of note are reproduced. Under the heading, "What the Big Stores are Doing," appears a large number of the introductions and sales plans as outlined in the advertisements of the big stores.

THE DRY GOODSMAN AND GENERAL MERCHANT, 412 North Ninth St., St. Louis, Mo. Weekly, $2.00 per year. Special articles on advertising and window trimming.

THE GRAND RAPIDS FURNITURE RECORD, Grand Rapids, Mich. Monthly, $1.00 per year. One of the finest trade papers published in America. Devotes considerable space to the subject of advertising in all its phases. Has regular departments, "Schemes to draw trade to the store;" "Window trimming;" "Advertising and store methods."

THE HABERDASHER, 19 Union Square, New York, N. Y. Monthly, $3.00 per year. Prints many special articles on advertising and window trimming for the haberdasher. Reproduces window trims of high class decorators. Regular department, "Window Wonder Workers."

THE ILLUSTRATED FOOTWEAR FASHION, 147 Summer St., Boston, Mass. Semi-monthly, $1.00 per year. Special articles on advertising topics for shoe dealers. Reproductions of shoe advertisements.

THE INLAND GROCER, Caxton Building, Cleveland, Ohio. Weekly, $2.00 per year. Occasional articles on advertising, regular department, "Hits and Misses in Advertising."

THE JEWELERS' CIRCULAR, 11 John St., Corner Broadway, New York, N. Y. Weekly, $2.00. Has regular departments, "Retail Jewelers' Advertising."

THE MERCHANTS' GUIDE, Philadelphia, Pa. Weekly, $1.00 per year. Contains occasional articles on advertising; has weekly department, "Bright Ideas that Draw Business."

THE OFFICE, Franklinville, N. Y. Bi-monthly, 25 cents per year. Sample copies 5 cents each. Has regular department on advertising. No special trade featured but subject treated generally.

THE RETAIL COALMAN, 1431 Monadnock Block, Chicago, Ill. Monthly, $1.00 per annum. Sample copies upon request. Devotes two or more pages in exploiting all forms of advertising used by retail coal dealers. Special articles occasionally used.

THE RETAIL DRUGGIST, 37 Hodges Bldg., Detroit, Mich. Monthly, $1.50 per annum. Sample copies upon request. A regular department for retail druggists advertising reproducing examples of good paying and profitable advertising. This department usually occupies two pages and is made as complete and practical as possible.

THE RETAIL GROCERS' MAGAZINE, 36 Russell Building, Portland, Oregon. Monthly, $1.00 per year. Organ of the Portland Retail Grocers' Association, Inc. Special articles on advertising for grocers.

THE RETAILERS' JOURNAL, 36 La Salle St., Chicago, Ill. Monthly, 50 cents per year. Special articles on advertising and window trimming for grocers.

THE SHOE RETAILER, 183 Essex St., Boston, Mass. Weekly, $2.00 per year. Published in the interests of the retailer. Contains many articles on advertising and window decoration. Maintains regular department of advertisement criticism.

THE TRADER AND CANADIAN JEWELLER, 26 W. Adelaide St., Toronto, Ontario, Canada. Monthly, $1.00 per year. Sample copies upon request. Maintains a regular department of advertisement criticisms; special articles on advertising and window dressing.

TRADE, 61 West Congress St., Detroit, Mich. Weekly, $1.00 per year. Has regular "Department of Publicity," edited by an advertising specialist.

WESTERN DRUGGIST, 357 Dearborn St., Chicago, Ill. Monthly, $1.00 per year. Sample copies upon request. Devotes from three to five pages monthly to advertising subjects.

WHEATON'S TRADE ADVOCATE, New Bedford, Mass. Monthly, 50 cents per year. No free sample copies, specializes in mail order advertising for the smaller mail order men.

NOTE.—*Brains*, Deposit, N. Y., will accept subscriptions to any of these Trade Papers at the regular subscription price. All books may also be secured at the prices quoted.

CHAPTER LXXVIII

HEADLINES AND CATCH-PHRASES

Values that never fail.
Couldn't fail to please.
Who'll get the benefit?
Simple rules in selling.
A sale makes a friend.
Worth the price always.
Look at these for style.
Wear for many seasons.
Always shows its worth.
Try one for satisfaction.
After the fleeting dollar.
An article worth having.
What's the use waiting?
A sale that's a sacrifice.
Make it prove its worth.
It's time you took them.
Saves you many pennies.
How much can you use?
Easily your best bargain.
Take them or leave them.
I sell 'em—you wear 'em.
Just to stir 'em up a little.
Prices produce popularity.
The store that does things.
The pinnacle of perfection.
Always sellers and satisfiers.
Our right to your patronage.
Our idea of trade expansion.
Our promptness is our pride.
A price that gives you a prize.
Our word is behind the quality.
We want come-again customers.
Qualities that rank above price.
Best to buy because best to wear.
We paid more than this for them.
Make it a point to examine these.
The kind we sell—the best to buy.
Mighty little profit for us in these.
Lucky bargains for wise shoppers.
Economy is itself a good revenue.
We are working for your good will.
This will relieve the financial strain.
Price shocks that tumble them out.
We get the first of all the good things.
We bought them all—we'll sell them all.
Two minutes' time will serve to show you.
You can make more than we do on this sale.
The last of the old stock—the best of the new.
We're here to stay and we want you to come often.
We've got what you want—you've got what we want.
There's much satisfaction in having the best you can get.
We have them now—others will have them later—maybe.
Our counters are crowded; these figures will disperse the crowd.
On top of the heap.
Next thing to a gift.
The secret of selling.
Behold how beautiful.
Merchandise magnets.
A golden rule triumph.
Seasonable suggestions.
Look at them, anyway.
Make every cent count.
We know no bad goods.
We know they'll satisfy.
Our facilities, unexcelled.
No use going elsewhere.
The price makes it easy.
A cut that means selling.
You'll like to own them.
We cut it to a low figure.
Try them for all reasons.
Summery and serviceable.
Our best recommendation.
Every sale makes a friend.
Ideal things for ideal days.
Made for wear and beauty.
We'll soon have them sold.
Perfect goods for fair cost.
Want to save? We'll help.
Dull goods at bright prices.
Ask for what you don't see.
Cost more and wear longer.
Talk of beauty—how's this?
Always looking for the best.
No one should seek further.
Fresh things for spring wear.
Not a bad one among the lot.
Our best efforts are for you.
A clean-out of basement dress goods.
Ask "How good?" not "How cheap?"
The face grows fair as the body fares.
To feel bright, eat well and dress light.
Active work promotes hearty appetite.
The hammock is a needed summer item.
Sharp reduction on boys' high-grade suits.
If you eat well, you will feel well and act well.
Most invalids should eat before going to bed.
Unquestionably the clothing event of the season.
Modern methods distinguish these suits from the rest.
Cheap groceries, like cheap help—cost more, serve least.
Liberal dealing at the grocer's lessens the doctor's bill.
Light, cool, airy, ready-to-wear garments at attractive prices.
Beautiful and appropriate wedding presents at about half price.
Most gigantic, most stupendous, most remarkable clearance sale it was ever your luck to attend.

Artistic draperies.
Miles of linoleums.
Ward off wintry winds.
Regular "old-shoe" fits.
Feeling the public pulse.
Choose now—settle later.
We guarantee the quality.
Potatoes are low, buy now.
Courteous treatment to all.
Table raisins, soft and silky.
Butter with the June flavor.
Malaga grapes are fine now.
Selling good shoes for little.
Do your holiday buying here.
Get our price before you buy.
Stylish, new wearing apparel.
Newest thing in dress goods.
Most correct models in skirts.
Dainty silks at fetching prices.
New nuts—no old ones in ours.
The hosiery event of the season.
Oxfords at money-saving prices.
Women's suits at clearance prices.
Our methods keep our prices low.
We do not try to cover up defects.
You can buy your vegetables here.
Best of clothing for particular men.
Teas that please the most particular.
A full line of California dried fruits.
High-grade seasonable merchandise.
Tempting bargains for housekeepers.
Summer furniture attractively priced.
Cheese that will give zest to your lunch.
Better values in ——— than ever before.
There's warmth and style in every piece.
You need not hesitate—the risk is ours.
You'll buy most where you can buy best.
Stock-taking shows these goods must go.
Interesting price-news from the basement.
Calm comparison strengthens our claims.
Everybody welcome, and something for all.
Elegantly tailored suits at underselling prices.
Some interesting reductions in sporting goods.
Money refunded if goods are not satisfactory.
Phenomenal values in desirable merchandise.
Trading here will help to make you wealthy.
A trial order will make you a regular customer.
We want your trade and will treat you right.
Early mention of men's two-piece summer suits.

Fine clothes can not pacify a neglected stomach.

Fine, fresh, new mattings at remarkable bargain prices.

Message from Allentown's most homelike boys' department.

Every penny now when your heart is likely to outrun your purse.

The sinking sensation in sleeplessness is often Nature's cry for food.

Don't forget that the best is the cheapest, and the first wealth is health.

The reading of our ads is profitable business, if you'll heed what we say.

Since boys must be hard on their clothes, their clothes must be put together hard and fast.

We give a continuous performance of good value. Select the best and then stick to it; a little of everything is worse than nothing.

Artistic arrays.
A daily exposition.
Take it and test it.
Selected to suit you.
A room-making sale.
Genuinely gratifying.
Tempting and tender.
The whole story in brief.
Slim prices—stout values.
In pursuance of our policy.
The choice of the careful.
Carefully courteous clerks.
An invitation to investors.
They'll outwear the buyer.
A startling clearance sale.
We are popular purveyors.
Buy them for their beauty.
For men of modest means.
Odd pieces at odder prices.
Helpmeets for home-makers.
Good cheer goes with these.
Can't we induce a trial order?
Quick alterations, if desirable.
The prices are mere skeletons.
The only limit is on the price.
Concessions to cash customers.
Here's a rousing season opener.
Another great iron bed bargain.
Cash is the axle grease of business.
A square deal for a round dollar.
Prices too small to cast a shadow.
Whatever we ought to have is here.
A shoe supremacy most pronounced.
Hammocks are much cheaper here.
Sweeping price cuts are now the rule.
A magnificent lot of magnificent suits.
Best productions of the best products.
The better known the more approved.
Matchless cut prices on boys' clothing.
These prices unite luxury with economy.
Only one thing is cheapened—the prices.
It is a freeze-out now. Prices drop to zero.
A fair exchange—our goods for your money.
The better the grade, the bigger the trade.
This clothing slaughter brings the crowds.
Prices so low no one can afford to steal them.
A dollar's worth for a dollar in every article.
Facts that are truths, values that are intrinsic.
You get just what we tell you, or money back.

Others have the same goods, but at higher prices.

Now is a good time for a little quiet looking around.

If they weren't worth the money they wouldn't be here.

Don't come here first, but don't buy before you get here.

You are as good as the next man; what others have done you can do.

We sing our holiday song to the tune of "Choice Gifts at Moderate Prices."

Gifts that will carry joy and contentment to the hearts of their happy recipients.

The moment you cheapen a piano in tone or durability, it becomes dear at any price.

You can't travel regardless of your feet. To attempt it would be a feat doomed to defeat.

Our rings are so delightfully tempting that you can hardly keep your fingers out of them.

Needed notions.
Delicious relish.
Excellent suit cases.
Clearing wash goods.
A rare piano bargain.
A real piano opportunity.
Marvelous stock-reducing.
Paints at wholesale prices.
Extraordinary waist values.
Marked reductions in prices.
Astonishing buying chances.
Some very attractive values.
Stock reducing sale of linens.
Dainty, inexpensive garments.
Household cottons priced low.
Low-priced shirts for big men.
A few elegant pure linen suits.
The smallest prices ever quoted.
Prices averaging half usual cost.
Smart curtains at fetching prices.
Matchless values in parlor suites.
Parents, shoe 'em and let 'em run.
A marvelous value in shirt waists.
Attractively priced rummaged lots.
Lace curtains far below usual cost.
Bargains that are good investments.
The best range for the least money.
Less expensive carpet and rug section.
Exceptional values in pretty hangings.
A multitude of unmatchable bargains.
Beautiful matched sets of embroidery.
Summer shoes at extremely low prices.
Never such good napkins at prices so low.
Sweeping sale of housefurnishing goods.
Beauty and comfort in men's furnishings.
Prices averaging half what they're worth.
Washable house dresses for little money.
These offerings eclipse anything ever given.
A four days' scatteration of collar buttons.
A wealth of warmth in the shape of blankets.
Better cigars for less money than ever before.

Constantly increasing sales prove its high merit.

"A hit" with the young men: Our varsity styles.

This price appeals to the most economical buyers.

We welcome visitors. They become customers.

We increase your purchasing power by our low prices.

Our business success is due to quality, service, price.

We appreciate your liberal patronage. Bring your friends.

"The truth always"—our motto about any goods we sell.

We please our patrons by giving them their money's worth.

Buy before the price goes higher—save money by buying now.

You're always welcome at our store—come and look around, whether you buy or not.

The cool, summery-looking, attractive, washable four-in-hands.

Handsome summer garments at prices that mean good savings.

If the holiday elephant stepped on your purse, you will appreciate the saving here.

Worth wins.
Purse pleasers.
Wearable colors.
Not hard to buy.
Well worth while.
Resistless reasons.
Never sold for less.
Purchased to please.
Sold so you can buy.
Saving in every one.
Not a bad one here.
A bargain collection.
Clean and charming.
Saved for this season.
None know its equal.
The good of us both.
Cut in the cost price.
Buying is a pleasure.
Counting the pennies.
Spring serviceableness.
Elegant hats half price.
Quality first—price afterwards.
Washable suits for little fellows.
A great rattling among the china.
Another big day in the wash laces.
It will pay you to come just to see.
Economies on desirable merchandise.
Tempting prices on ladies' garments.
A great sale of notions at special prices.
Style, desirability, and quality in rugs.
Stamped and tinted linens far below half.
It will pay you still better to come to buy.
Attractive price marking on second floor.

Compare our goods with others. We'll sell you.

Tidings of more than passing interest are here told.

Hats, foreign model with Americanized elegance.

Terse, truthful tales are the succeeding paragraphs.

We aim to make you happy by making your feet glad.

Light weight, pretty and inexpensive comfortables.

Derby and Fedora hats flying out of the store on Friday.

Arouse—be alive to your interest. Just think $—.

Undisputed champions of service and real hard wear.

Women's silk hosiery—good qualities at lowered prices.

A magnificent display of women's choice summer apparel.

A cool and comfortable suit of clothes for these hot days.

We expect to be busy as bees in the staple section to-morrow.

Befriend your pocketbook by availing yourself of this opportunity.

Poor coal—bad temper. Our customers are always good-natured.

Friday, the store will hum with the brisk bustle of busy shopping.

Nothing more comfortable, serviceable or popular in summer footwear.

More shoe comfort and goodness than you ever dreamed possible for the price.

Solid fact bargains.
Newest of new styles.
Rainbow of low prices.
Best of the best—can't be beat.
The best that come over the pike.
Here the quality question is settled.
They are "all right," there's a record back of them—its good.
Nothing but the best because we won't buy or sell anything else.
Bonds and stocks are uncertain—our "five-dollar" shoes are not.
It's to your interest—might as well have the best—have them right.
Bought more than we have sold—closing out the remainder at $—.
Thinking! Delays are dangerous. We're going at $— while we last.
You will thank us for the bargain every time you wear them—three dollars.
Don't be a clam! Clams never move! Move about in our shoes and be happy.
The growth of our business indicates confidence—every man and woman in town trades here.
Walk—rest easy.
Popular price prettiness.
Shapes of swan-like grace.
Fire destroys—insurance rebuilds.
A golden opportunity—to-day only $2.
Indisputable leaders—style, quality and price unequaled.
Take a look—see any better line of shoes anywhere else?
They have created a furor at the price—dirt cheap at $—.
The most eloquent talkers we have are style—quality—price.
Keep your feet young—our shoes will rejuvenate them.
It is worth your while to save half in shoe buying! $—.
If the best is good enough for you, then we can satisfy you.
Swell-nifty economy that tickles—the price is just two-fifty.
Actual demand tells! We are the most popular in the house.
You never made half-dollar easier—three-dollar shoes $2.50.

CHAPTER LXXIX

INTRODUCTIONS AND STORE LOCALS

THESE introductions and store locals are given here so that the busy man may find assistance in writing his advertisements. It will be found to the advertisement writers' advantage to read over each item and check off those he can find of future use. The shoe dealer may find an idea suitable for his advertisements, from the introduction of the clothier and vice versa. They are placed in the present order merely to make it handy for reference.

BANKS

A strong bank. Being strictly a savings bank, investing in only the highest grade of secured loans and bonds, this bank invites your deposit, whether one dollar or larger sums, and interest allowed on all savings accounts. Deposits over one million dollars.—*The People's Savings Bank, Zanesville, Ohio.*

Make a note of this. Don't lose sight of the advantages of our steel home safes, for they can help you add many a dollar to your bank account, and the process will not be at all painful. Keep one in a convenient place and drop in a coin whenever possible. The contents will grow rapidly, and when we add 4 per cent. interest at interest periods the results will most assuredly astonish you. These home banks or safes are free. Ask for one when you make your first deposit.—*The Houston National Bank, Houston, Tex.*

Many ways. There are many ways in which a bank like ours can be of service to its friends aside from the strict lines of banking. We are frequently able to give counsel in matters of investment, and can sometimes save money to customers who take us into their confidence. Whether you bank with us or not, we invite you to come in and pass the time of day when in our neighborhood.—*The Will County National Bank, Joliet, Ill.*

When to save. Whenever earning begins saving should begin. We have started a lot of people in the right direction. Some had never before saved anything—because they had given the matter no serious thought. Our savings department is an ideal place in which to start an account that may lay the foundation of your fortune. Deposits of one dollar or more will be received, and we will pay you four per cent. interest compound twice a year. Start to save now.—*Commercial National Bank, Pendleton, Ore.*

Careful management of your banking business. Have you ever considered how the successful men of to-day attained their financial

independence? Success in business is due in a large degree to the careful management of your banking business. An account with the American National Bank of El Paso assures absolute safety for your money—also careful and prompt attention to the details of your banking business. Four per cent. interest paid on certificates of deposit.—*American National Bank, El Paso, Texas.*

Carpets and Rugs

Carpets and Rugs. You will probably find after moving that you will need some new carpets; if so, we have a large range of samples which we would be pleased to show you in Union, Wool, Tapestry, Brussels and Velvet Pile. We can take your order and furnish at short notice. Furthermore, we will guarantee our prices to be the very lowest. If we carried the carpets in stock they would cost you 15 per cent. more, but by buying from our samples you can save money. We carry a large range of oil cloths and linoleums.—*Tennant & Clarke, Frederickton, N. B.*

Kermanshah rugs. The weave is the finest and closest known, with a silkiness and luster of the pile almost equal to silk, and quite as effective. The old rose and ivory grounds are considered the finest product of the Oriental dyer. We are showing many fine specimens, both in hearth and carpet sizes. Our east window contains several choice pieces for the week's exhibition. The entire spring importation of Oriental rugs and carpets now on exhibition. Every known desirable weave will be found in the stock. The number of pieces shown is probably the largest ever brought in the middle West, and every rug priced on a strictly commercial basis. An early inspection solicited. We are sole agents for the Owen Davenport and Bed combined.—*The Sterling & Welch Co., Cleveland, Ohio.*

Having just received another large shipment of rugs, we wish to call your attention to the bright new patterns and the exceptionally low prices we quote. It is no trouble for us to show you our complete line of rugs, as we have just had installed one of the latest and most complete rug-showing devices. Do not hesitate to come in and look.—*Frank Sanford & Co., Springfield, Ill.*

An excellent showing of high-grade carpets and rugs. There is a growing tendency to the use of Wilton and Axminster carpets in plain colors, either to cover the entire floor or made up into rugs. We are in position to have woven to order in one piece rugs in any color, size or quality desired, either domestic or imported fabrics. We carry in stock the Hartford Saxony, French and Anglo-Indian rugs, which are woven in the regular sizes up to 11-3 x 15-0, and can have made to order any size desired at prices that are much less than the Oriental rugs.—*T. A. Chapman Co., Milwaukee, Wis.*

Catering

June brides! Don't forget the caterer when planning for your wedding. All kinds of fruit and pound cakes made, baked and prepared, any style you wish. Also the wedding cake, decorated by an expert, for a reasonable price, made of the best materials, and we have the best line of ornaments in this city to select from, no one excepted. Remember we serve nothing but the best at reasonable prices at *French's Bakery, Waterbury, Conn.*

A small service of ice cream after a dinner makes a most pleasing dessert. The expense is small, as a quart brick of our ice cream serves eight. Phone 500.—*The Palm, Spokane, Wash.*

Cigars

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe-flavored, palate-tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, $2 the box of 25—than the Miles Standish. Large assertion with larger proof by thousands of men who have tested the Miles Standish.—*R. B. Kook & Co., Fargo, N. D.*

Do you smoke? If so, have you tried our Francis Wilson cigar? A regular 10c. seller, but now selling for 5 cents. If you have tried them you are a regular customer and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the Francis Wilson. A box of 50 for $1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Texas.*

The wrapper of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in "First Consul" cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.—*Exchange Drug Co., Montgomery, Ala.*

An ideal cigar for the refined taste and a slim pocketbook is the General Hartranft. You get as much satisfaction in fragrance and solid enjoyment for 5 cents from this well made excellent cigar as from many others that are higher priced. When you want a good, moderate priced smoke try a General Hartranft. All dealers.—*C. E. Bair & Sons, Harrisburg, Pa.*

Coal

A burning success is coal from the Kelley coal yards—the fuel we take pride in selling to the people of Harrisburg. No dirt (unless you call ashes dirt) no slate, no clinkers, and making a clean, hot, lasting fire. For every fuel purpose our coal fills the bill completely—and you get full weight and prompt service here.—*Kelley, Harrisburg, Pa.*

We are not rushed with orders and have more time to take extra care and pains. We screen our coal free from dust and dirt and deliver by a careful and polite driver. Order your coal from us. It will give you perfect satisfaction.—*The Harris & Gans Co., South Norwalk, Conn.*

Confectionery

Coveted sweets to-day. We wish to call your attention to two popular makes of candies received by us, by express daily. Repetti's (the famous "Royal" Italian candy) and Wiley's. Receiving these goods fresh every day warrants your approval and purchase when a box of sweets for her is wanted. Assorted chocolates and chocolates and bon-bons, also many specialty boxes and packages of each make. Phone or call—a trial convinces.—*Luhn's Pharmacy, Houston, Texas.*

Leggett's Saturday candy is pure, wholesome, and genuine, absolutely free from artificial and inferior ingredients. Apollo chocolates. Fresh every week and superior in quality to any other candy, no matter who makes it or what its price. Always glad to prove it with free samples. These chocolates are handsomely packed in half-pound, pound and two-pound boxes. — *The Clifford Pharmacy, South Norwalk, Conn.*

Delicious confectionery. Our confections are the acme of the candy-maker's art. Pure and delicious, they are always fresh, for so popular a candy never remains long in the show-case. Rich and creamy, in all flavors. Carefully packed in dainty boxes, it is always a welcome gift.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

Credit

Credit to out-of-towners is cheerfully extended by the Big White Store. Then it is an easy trick to order what is wanted by mail, or to buy in person—paying at the end of each month. We will be particularly pleased to hear from out-of-town people (as well as Peorians) desiring this broad, helpful service. Address or call at Credit Section, second floor.—*Schipper & Block, Peoria, Ill.*

Every man, woman and child enjoys having new clothes at the new season. There is no need to worry how you are going to supply your wants with the ready cash. By taking advantage of our easy payment plan, you are released from the suspense of waiting until you have all the money to pay at once. The problem is solved. Select your suit or the garment that you want, pay a small amount down, the balance in weekly payments. Every garment has been carefully selected, in quality and workmanship, and for newness of style, and finish there is nothing that you would wish for after you have looked over our spring and summer line. Every garment is rigidly guaranteed, high grade and low priced. If it is not as we say return it. Open an account to-day.—*Saul's, Schenectady, N. Y.*

The silver lining to this reduction cloud is that it may induce you to take advantage of the extraordinary bargains and thereby open an account with us and pay for what you buy in small sums weekly or monthly. We're sure if you once know our method, and become acquainted with our excellent styles, our superb qualities and our broad guarantee that safeguards you in every purchase, you will look to us in future for all your wearing apparel, for you will find the easiest way to pay is to have everything charged and settle in small sums weekly or monthly.—*Gately & Fitzgerald, Harrisburg, Pa.*

The cleanest store. Subway work and open windows make it harder than ever to keep the stores along Fulton Street even reasonably clean now. So we have installed in the building the newest and most scientific method of cleaning store. The vacuum cleaning system. Standpipes run from basement to top floor at convenient points. On any floor a long rubber hose may be attached, and through the appliance at the end of this hose a powerful suction, created by a vacuum, draws every bit of dirt. You can rub your pocket handkerchief over a carpet thus cleaned and not soil it in the least. This system is used for cleaning carpets and walls and ceilings. Loeser's has long been the coolest and most comfortable store. We are adding to its comfort now by making it much the cleanest store—even in the face of the most difficult outside conditions. This vacuum and compressed air system of cleaning may be applied in your own home as well as here in the store. We are prepared to take orders to outfit you with a home plant—or to send a wagon to clean your house completely for a moderate charge. Science is doing wonders for comfortable living — for sanitary living. And no study or trouble or expense is too great if it will keep this always the pleasantest store; if it will add to our possibilities for good service to Brooklyn people.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Curtains and Draperies

Cottage curtain in pretty cross striped effects. There are no less than thirty designs and combinations of stripes and colorings in this collection. Surely you can see no more than this in any other store here or in New York. Colorings to suit any room, no matter what your decorative scheme. These striped curtains are fine for windows or doors, and they may be had in many different weaves, including snowflake and shaki. There are also stripes and grounds of cream, blue, red, rose and green.—*Hahne & Co., Newark, N. J.*

Summer portieres and draperies make your rooms cool and inviting with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. Of all summer curtains, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. We have many beautiful patterns from which to select at prices within the reach of all.—*Kaufman's, Trenton, N. J.*

The magnificent values we are offering in lace curtains have kept this department busy with us. The values are exceptional, and the patterns unusually pretty. See these great specials for to-day's selling.—*Sullivan's, Springfield, Ohio.*

Splendid range of Swiss Curtains from $2.50 to $50.00 per pair. Our elegant curtains in Swiss are exceptionally attractive. The handsome designs are offered in a big variety of the

smartest and newest ideas, eloquently expressed in the finest degree. The weaves are prettily interlaid in firmest texture with the matchless designs. You must see our Swiss lines. The most elaborate and intricate patterns—marvelously beautiful—must be really seen, though, to obtain any kind of correct impression of the true loveliness of these exquisite goods.—*Hudson's Bay Company, Winnipeg, Can.*

Dentistry

Really fine dentistry is not found on the bargain counter. For satisfactory, durable work you have to look up the dentist who has the practical experience, the scientific knowledge, the expert skill to do satisfactory work. Backed by fifteen years' practical experience, the Belding style of dentistry has stood the test. Your friends will tell you that our equipment—our service—and prices are right.—*Belding, the Dentist, Rochester, N. Y.*

Dental hints. Our artificial teeth are like your own, only they do not ache. For health you must have good teeth. We use the best materials and workmanship. Painless extraction and work guaranteed. Cleansings and examinations free.—*Dr. C. C. Smith, San Bernardino, Cal.*

Our plates fit perfectly and have a natural and lifelike appearance. If your plate is loose we can make one which will satisfy you. Our specialist is the best in Canada and can supply you with a piece of crown and bridge work which will be beautiful in its appearance and good for a lifetime. Our fillings stay where we put them. Our extracting specialist can remove any tooth you bring along and use methods which make it absolutely painless.—*New Method Dental Parlors, Winnipeg, Can.*

Drugs

Good grooming of the hands. To have beautiful finger nails does not mean that you must have them attended to each time they need it, by an expert. There is a lot of manicuring you can do yourself. Go to an expert once every now and then and the balance of the time take care of your finger nails yourself. You can buy all the necessary implements from us. We carry a full line of scissors, curved or straight; files of all sizes, also buffers. We have the paste and powder finishings. Come and examine them—you will save money in the end.—*W. D. White & Co., Wilkes-Barre, Pa.*

Prescriptions compounded by us are absolutely according to the physician's orders. They are double checked and none but experienced pharmacists are here to prepare your prescriptions.—*Waldron, Denison, Texas.*

Rexall cold cream is the best for sunburn. It takes the burn right out, soothes the skin and leaves it soft and cool. Nothing better. Don't be afraid of "Old Sol." Defy him with Rexall cold cream.—*Kingston, Denison, Texas.*

Who puts up your prescriptions? Is the man who compounds your prescriptions as competent in his line as the doctor you employ is in his? He should be. If you employ a high-priced, expert architect to draw plans you certainly wouldn't let the contract for building out to a third-rate builder. Isn't health and life even more important than a house? Prescriptions brought to our dependable stores will receive the attention of thoroughly educated pharmacists—men who are not only graduates, but who have had years of pharmaceutical experience. Our prices are just as low as the service is reliable.—*The Gordon-Mitchell Drug Co., Winnipeg, Can.*

An ocean plunge would be real refreshing and invigorating this warm weather, wouldn't it? Get some of our Woodland Violet Sea Salt and have your sea bath at home. This is genuine sea salt, too. The same that's in the ocean water—it's the residue from evaporated sea water, perfumed with woodland violet. Very refreshing and invigorating.—*Hanna, Denison, Texas.*

A summer comfort. Deutsch's antiseptic cream is the best friend of the autoist, bather, golfer, tennis player and all who are apt to be bothered with sunburn. It cools and refreshes the skin and quickly restores it to normal condition.—*Deutsch's, Cleveland, Ohio.*

In medicine be careful what you buy and where you buy it. It is not only important that you get the best values, but also that you get goods that give you satisfactory results. We have a reputation for furnishing satisfactory and reliable goods.—*Mason & Beach's Drug Store, Bay City, Mich.*

Buy your drugs right. Helps for housecleaners at money saving prices. By our careful buying we are able to make low prices on drug store goods. Druggists who buy only when they need the goods are obliged to pay the price then asked or else be out of an article. We buy when we can get low prices whether we have a stock on hand or not, providing of course, that it is something that will not deteriorate. We can do this because the output is large and rapidly increasing. Instead of holding our goods for more profit we give our customers the benefit. Here are some money savers which will make house-cleaning much easier.—*Herpich, Columbus, Ohio.*

Furniture

Values extra good in bedsteads. Good fortune has certainly treated us with her sunniest smiles in a recent purchase of bedsteads—though we had to fight for it. We have been "dickering" with the manufacturer for months to close a deal for bedsteads at last July's prices—and landed him. Bedsteads you know have taken a big jump upward since then.—*The T. Eaton Co., Winnipeg, Can.*

The Green Room. Nor would a word about our household goods sections be well said unless the green room was mentioned. No Kansas Cityan should build and furnish a home without taking the green room into consideration. Filled to the full with beautiful and artistic furniture of the more expensive sorts, the product of master workmen, this room should furnish at least one piece for the humble cottage or whole suites for the mansion. We invite you to a

promenade through the green room. It will be a pleasure to you as it will be to us to simply show you through. No need to buy. Just come to look.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Furnishing the home for warmer days. First thing we know there'll be a plunge right into summer heat. Why not be ready for it? Every day brings the necessity for preparing the interior of the home for warm weather nearer, meanwhile—even though you may not have any thought of buying—we want to urge upon you the welcome this store extends to visitors. We want you to feel just what satisfaction it is to us for you to compare our kind of home furnishings with those of the average stores. We want you to know by examination that this is the real home for best furniture, mattings, carpets, bedding, etc., and then when the time comes to buy, you're sure of a place where everything will be to your satisfaction.—*Gately & Hurley Co., Camden, N. J.*

Perhaps you have never thought about it before, but it is a fact that as much art can be shown in fashioning wood into furniture as in painting or in sculpture. Our stock comes from the best makers we know—makers who employ the best fingers money can hire. As fast as a new idea in furniture is brought out we get it. Our purpose is to keep right in front of the procession. We have the stock, ability and the willingness to give you the best service. Our prices are no higher for the best furniture than the next best costs elsewhere.—*Helmes Bros., Albany, N. Y.*

Our line of combination book-cases are worthy of a careful inspection by all who are intending to purchase one. They show the result of careful buying and best workmanship. The prices as you know are the lowest.—*People's Furniture Co., Decatur, Ill.*

Don't be tied to your kitchen. Don't spend the best hours of the day slaving at kitchen work until you have no time left for other things. A Hoosier kitchen cabinet will do away with kitchen drudgery—enables you to prepare the three daily meals and clear up in half the usual time—with half the usual labor. Come into our store this week and see the great line of Hoosier kitchen cabinets. The greatest convenience ever devised to lighten a tired housekeeper's labors. Eight different styles—prices to suit all purses. Don't miss the great Hoosier kitchen cabinet display at our store. It's of vital interest to every housekeeper.—*Day Carpet & Furniture Co., Peoria, Ill.*

A pretty table of modern construction makes the greatest difference in the appearance of a room. The solidity, the attractiveness and general appearance of our tables will delight every caller. Handsomely designed and beautifully carved, the tables we show are a picture to look at. Housekeepers are advised to look over our offerings and replace the present old-styled table with one of our new ones. Our easy payments will help you.—*Gately's, Elmira, N. Y.*

Office furniture. The finest line you'll see anywhere. We fit up the plainest office to the most imposing. We have the Peoria sale of the best desks made in the country—oak and mahogany, as finely finished on the ends as in front. We aim to have a fine quartered oak, fifty-inch desk as a leader at all times for business men who want substantial work and good polish without much expense.—*Schipper & Block, Peoria, Ill.*

Genuine old hickory furniture is good furniture, and the very best for all outdoor use. For a few days we propose to show just how this furniture is made, by constructing a number of pieces in one of our large display windows, which we shall convert into a fully equipped workshop. Old hickory furniture is made entirely by hand, and is the most comfortable, durable and appropriate for exterior use. We carry a large line, embracing a wide variety of pieces, which cover practically every purpose in this direction. Genuine old hickory furniture is the most practical and most economical for the uses for which it is intended, and no home, especially in California, can be considered complete without its representation of old hickory.—*Barker Bros., Los Angeles, Cal.*

Gas and Electricity

Real economy may be effected and thorough comfort obtained during the summer months if a gas range and gas water heater is obtained. The ordinary coal stove makes much discomfort from smoke, dust and ashes, let alone the heat, which the gas range overcomes. Phone us, and our salesman will call and explain all about cooking with gas.—*Gas Appliance Co., Albany, N. Y.*

Call a halt. Make them stop a minute and look in upon your wares; every one that passes your store at night might help your profits if your windows were better lighted. The gas arc lamp gives the most of the best light for the least money.—*Detroit City Gas Co., Detroit, Mich.*

When you travel, do not fail to put into your bag the little electrical conveniences to which you are accustomed at home. They will do much toward relieving discomforts of the journey and safeguard you against illness or fatigue. They can be packed in very little space and weigh lightly. These portable devices include a tiny stove weighing less than three pounds and measuring as little as 3¼ x 5 inches. The cup holds 1½ pints of beef tea, hot water, coffee, milk or gruel—warmed or cooked in a few minutes. The electric flatiron is another great convenience. As a safeguard against sudden illness or pain, the warming pad is indispensable. In sleeper, on shipboard or at hotels these devices are easily available by attaching the cord to any lamp socket, when needed.—*The Illuminating Co., Cleveland, Ohio.*

The shrewd business man sees an intimate relation between the comfort of his employees and the dollar mark. One or more electric fans in your office, store or factory will soon return the investment in increased and better work on the part of employees. We can supply your wants from the most complete stock of electric fans in Ohio.—*Erner Electric Co., Cleveland, Ohio.*

Go-Carts

Come and see the difference in go-carts. When you come to look over the immense line of go-carts and baby carriages, you'll be able to see the real perfection in manufacturing, and it's all in the "making" and materials whether you get your money's worth or not. We'll show you the best go-carts built—we'll show you every modern device for durability and comfort, and the prices are sure to be within the reach of all.—*Hurley-Tobin Co., Trenton, N. J.*

Baby's trip around the block. Baby's best outing days come with the month of May and a trip around the block in a Doyle carriage, perambulator or go-cart brings very real returns in health and good nature. Our new spring lines of juvenile wheeled goods are the handsomest you ever saw, and a look at them will do both you and the baby a world of good—so also will our fairest of prices and terms.—*M. Doyle's Sons, Troy, N. Y.*

Statistics show that the population of Lansing is increasing in the good old-fashioned way. With all due appreciation of the efforts of our Business Men's Association, we most heartily crown the Stork king. This is a Rooseveltian era, and our progressive city has added many little jewels to its crown during the past few months. We all love babies, and every mother loves her baby best, and loves that baby better if she can show it off in a nice new baby carriage. We appreciate this fact and have anticipated the coming of the stork. We have secured the most handsome line of baby carriages ever shown in this city. We feel that nothing is too good for the babies. We strive to please the mothers, the queens of this glorious country.—*The Howard Furniture Co., Lansing, Mich.*

Haberdashery

New spring styles in Cluett, Peabody & Co.'s men's shirts. This is the most popular line of all. The complete spring stock is now on display and sale. The line includes all that is new and up-to-date in styles. They come in plain and negligee coat, pleated fronts, with either separate or attached cuffs. A fine assortment of colors and plain self-figured effects. Oxford cloths, in plain blues, tans and pinks. Black and white stripes, dots and figures. The men are invited to inspect the line.—*The Joslin Dry Goods Co., Denver, Colo.*

Astronomers on Mars probably wonder what makes the great black mass on this side of the earth. It's the umbrellas! What a flock of blackbirds rainy weather makes of America's millions! But it's a comfort to be under the black spot when it's drizzling. If you're short an umbrella, here is supply enough, at prices low enough.—*Schipper & Block, Peoria, Ill.*

Saturday afternoon and evening you have a little time on your hands. You require a little sorting up in your furnishings or maybe a suit. You are a little doubtful where to go, don't trouble any longer but come and let us be friends at once. Twentieth century clothing you know is the best ready to wear garments on the market to-day. Seeing is believing. "Don't come here first but don't buy before you do come here." A shipment of four-in-hands has reached us this afternoon by express, the very last colorings and designs with fancy leaf pattern. See them. —*Hyndman & Co., Winnipeg, Can.*

Buy an umbrella now. Umbrellas are as necessary in their way as bread and butter. The time to buy an umbrella is when you can get a good one at a saving—to-morrow, here; and it will be an exceptionally handsome one if you select from the silk umbrellas specially priced at $3.00, among which is a large assortment of fine sample handles.—*Strawbridge & Clothier, Philadelphia, Pa.*

Choice haberdashery for all occasions. No man's dress is complete unless his furnishing wearables are in keeping with correct style. According to these requisites he can either add or detract from his appearance. Gentlemen, you won't go wrong if you come here for your furnishing wearables and your clothing as well.—*Breinig & Bachman, Allentown, Pa.*

Hardware

"Auto-spray." A self-operating or automatic sprayer. Galvanized steel and solid brass or copper used with 4-ply rubber hose—nothing to rust or corrode. Eight to ten strokes of plunger in air chamber will compress enough air to make a continuous spray for ten minutes. This means that the sprayer can be charged in fifteen seconds, when it will work uninterruptedly long enough to spray a quarter-acre of potatoes. For spraying tall trees, we furnish brass extension piping in 24-inch lengths, each fitted with coupling.—*Cadwell & Jones, Hartford, Conn.*

Your refrigerator need not be an expensive one in order to be a good one. Some of the highest priced refrigerators in the trade are practically worthless as ice preservers. It is possible to produce a good refrigerator at a very low price, and we have demonstrated this in the celebrated Mascot. This handsome refrigerator has a fine hard wood finish, is very roomy, yet compactly built and lined with a patent filling controlled exclusively by the Ranney Refrigerator Co., making the most perfect insulation known to science. They come in either zinc or enamel lining, have removable tanks and racks, automatic drip trap and are trimmed with heavy brass castings. All styles are here, and the prices start at $4.95.—*Prince Furniture Co., Allentown, Pa.*

A reliable range. "No better made" than the Magee is the testimony of instructors in cooking and domestic training schools. The heat is evenly distributed under and about the oven and the oven is thoroughly ventilated. This is but one of the many excellent qualities of the Magee Range. Call and let us show them to you.—*The Barlow Bros. Co., Waterbury, Conn.*

Cook stove troubles are satisfactorily overcome by installing a Kernan Welcome range. This triumph of stove making, bakes and cooks to the satisfaction of the most critical, at the same time consuming the minimum amount of fuel. Call and see it.—*Kingsley, Utica, N. Y.*

When anything good is newly put upon the hardware market, this store is always prompt to show it. In every line of goods handled here, the most improved products of the most progressive manufacturers are liberally provided for our customers. Get acquainted with Pueblo's best hardware store.—*J. M. Killin & Co., Pueblo, Colo.*

Yes, sir; we have watering cans. All kinds, all sizes, all prices. We have them of tin and galvanized iron. Small sizes for children, large ones for the gardener. Remember! Every can we offer you is made for service—not a toy—*The Tracy, Robinson & Williams Co., Hartford, Conn.*

Frigid ice cream freezers are the real wonder in Freezerdom. They freeze the most delicious quality of ice cream. Does the trick in four minutes. Require less salt and less labor than any other. Any one can successfully operate them. Any part that may become worn, lost or broken, can be promptly replaced. With good care will last for years, and even when neglected and abused it will outlast any other. The tub is waterproof and water-tight. The can and all parts coming into contact with the cream are heavily coated with block tin.—*Bush & Handwerk, Joliet, Ill.*

And those screens not up yet? Perhaps you need new screen doors and windows and the fact that the flies are only now putting in their appearance has caused you to delay in the matter of selection. It will be to your interest to come to this store and see the line of screen doors and windows which are being shown. The price is so much lower than what you would have to pay for those made by the carpenters that you can't afford to parley. We want to show you these screens to-day.—*Keating's, Ottumwa, Ia.*

Hats

A superb collection of new summer straws. It will be gratifying to the man who wants a straw hat correct in style and moderate in price to know that there is one store in the city that is offering just such hats, and that is this one. Our showing for this season is without doubt one that is up to the standard in every particular. We warrant you will find them every one the best that your money can possibly buy.—*The Buckeye Hatters, Springfield, Ohio.*

Fashion says: A fancy hat band on the hat; men welcome it. It gives them a chance to show a cheerful bit of color in their dress. Dashing color effects for college chaps and young men, neat gray effects for conservative men. Choose your hat band as you would your tie, to please your fancy, suit your complexion or go with your clothes. Styles change in hat bands as in everything else. Better find out what they are.—*Dineen's, Toronto, Can.*

Correct hats. It's in the hat where the finishing touch to a man's attire is given. A wrong shape, bought without attention to the contour of one's face, can spoil an otherwise perfect outfit. Our experts pay close attention to all details, with the result that where they sell a hat that hat seems as if it was made especially for the buyer. Newest and best shapes.—*Jas. Meyers & Sons, Salem, Ore.*

A simple straw hat problem. Which had you rather have, a straw hat that keeps its shape well all through the season or one that wilts and droops if you get out in the rain a little? Glue and dressing make a hat look "fine and dandy" when you see them in a show case, and if that was their mission it would be as well. But Levystein knows how much a straw hat has to go through. Levystein's hats will stay with you. Prices $1.50 to $12.50.—*I. Levystein, Montgomery, Ala.*

Dress right for summer. You will be fixed out right with a Washington suit and a Stetson hat. They look right and stay right.—*Rudolph Anker, San Bernardino, Cal.*

Panama straw hats. The most durable as well as the most comfortable hat ever made for man. It's the ideal hot day stylish hat. Easily cleaned and re-shaped, making them the economical hat to buy. "The store of the Stylish Hat."—*Brown, Winnipeg, Can.*

Jewelry, Watches, Etc.

Our repair department is also in charge of experts. If you have a watch or clock that is not keeping good time, or silverware or jewelry of any kind that is in bad order, bring or send it to us. We will repair it skillfully and promptly. All work guaranteed.—*L. B. Moore, Denison, Texas.*

Cut glass for wedding gifts. Be very careful selecting cut glass for wedding gifts. There is a great difference in cut glass, the cheap cuttings being neither artistic nor desirable. Our cut glass is cut by the highest grade cutters in this country. The cuttings are exquisitely done, and wonderfully polished. And yet our prices are not in excess of those asked for ordinary and inferior cutting.—*C. H. Case & Co., Hartford, Conn.*

Purchasing jewelry is largely a matter of confidence. We guarantee every article we sell to be just as represented. Our line was bought with great care, in order to give our customers the best values possible. You can buy and safely and right at this store.—*Jno. D. Greene & Co., Utica, N. Y.*

Fine gold-filled jewelry. Because we so persistently advertise and push solid gold jewelry we do not want to leave the impression that we do not carry the cheaper goods as well. The fact is ours is by far the largest stock of fine gold-filled jewelry in this district. We say "fine gold-filled" because we do not wish it confounded with the "cheap" gold-plated jewelry you so often see advertised. This we do not carry. Nothing has a place in our stock that we cannot thoroughly guarantee. No one has yet got a poor piece of goods at Munro's. If for any reason an article purchased here does not prove satisfactory and all we claim for it, we are more than pleased to exchange it or to refund the money paid. We are not doing business for to-day, but building for the future.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*

Watches that make good. We pick our watches from the best made. The movements are selected because of their known accuracy and reliability. We sell the Patek-Philippe movement for the reason that we can depend upon its giving positive satisfaction—we know it will make good all that we claim for it. Patek, Philippe & Co. in the yearly timing contest, Geneva, win more prizes for best running watches than all other makes. Only agent here.—*C. L. Ruth & Son, Montgomery, Ala.*

Laundry

A full dress occasion makes superior laundry work absolutely essential—that shirt front with the swallow-tail must be spick and span. If you have the least care for your appearance you will make no miss by putting your linen into our careful hands. Par excellence laundry work here.—*The Gasner Laundry, Schenectady, N. Y.*

Slightly disabled. A man with badly laundered linen always feels as though he owed an explanation and an apology to all mankind. Our customers never feel that way. We have every modern device that is necessary to do the very best work, and our employees are the most skillful money can hire. Let us attend to your laundry and your linen will never be in an apologetic condition.—*Lone Star Laundry, Denison, Texas.*

A wing point collar that's not properly laundered is a very uncomfortable thing to wear. Bending the wing over breaks the linen where it folds and makes a rough place to irritate the neck—unless the seam is evenly and carefully dampened, the wing carefully turned and ironed down smooth. We do these things by hand, and do them right.—*New Method Laundry, Winnipeg, Can.*

Men's Clothing

Anybody can make clothes. It takes brains to make the clothes we sell. Talent with needle and shears directed by intelligence, ripened by years of knowing how, has given these clothes the style and distinction which has won them fame and following among good dressers.—*H. G. Lake, Rome, N. Y.*

Clothes made right will look right. There is no use trying to have poorly made garments look right. And there is no necessity in experimenting with clothes that are constructed of cheap material and put together in an unskilled manner. Just come in to our store and get fitted out with one of the many different styles of suits built by the makers of the best clothes in America—Hart, Schaffner & Marx, and you can feel certain that you are fitted out in the latest and best.—*J. F. Holmes & Co., Fargo, N. D.*

Grace of line that stays with you. What a fresh charm has the new blue serge or tropical worsted two-piece suit. But what greater charm is commanded if it doesn't change as you wear them. "Ah! that's the rub." That's why the prices of some suits that look so smart are so remarkably low. We'd rather use our knowledge and energy to find you great values to sell for little, than to foist something cheap upon you, just because we had the chance.—*I. Levystein, Montgomery, Ala.*

Hundreds of stylish summer suits. A most attractive collection of summer suits for men, young men and youths—two and three-piece styles. There are flannels, fancy worsteds, velours and cassimeres—a broad range of popular patterns to choose from, including checks, plaids, mixtures and plain grays. The coats have broad bottle-shaped shoulders—cut loose and flaring over the hips; just the proper length. The trousers are perfectly shaped, and some fitted with belt loops and cuff bottoms. Any necessary alteration will be made free. These are our regular $15.00 and $12.50 suits, and you'd pay at least $5.00 more for the same class of goods in the exclusive shops. On sale Monday on the third floor.—*Bullock's, Los Angeles, Cal.*

Here are suits that will put one in touch with the opening spring. In one of these suits you can branch out, and increase your sphere of influence, because they prepossess people in your favor. Clothes have more than a passing influence—they make a direct impression. Make a good impression with one of our $20 gray sack suits—you can do it!—*Wells & Coverly, Troy, N. Y.*

Merchant Tailoring

New line of men's suitings. Nothing I can say about my new line of spring goods is half as convincing as what the line says for itself. I can show the best selections of what is prevailing fashion in weaves and colors for this season.—*Block, Sacramento, Cal.*

A tailoring combination. We take the measure, Kahn Tailoring Company makes them—the cleverest clothes on man that possess true character. Could there be a better combination? All the latest weaves, patterns and cuts are also combined to insure correctness. $15 and upwards. Better order to-day.—*J. H. Eleazer, Columbia, S. C.*

Won't you let me prove to you that I can make you the best fitting suit you ever wore? I say to you right at the start what I can do—then if the suit isn't all you think it ought to be, why, it's my suit and not yours. Suits, $30 to $60.—*Cassady, Montgomery, Ala.*

The tailor who knows how to make correct clothes—and make them to fit—is the one who should make your clothes. We know how because we have had twenty years' experience in the cutting and tailoring business. We know how to fit you and know when your clothes are made correctly. That's us.—*L. P. Kuhn, Harrisburg, Pa.*

Good tailoring. There is no substitute for good tailoring. A suit is either right or wrong. To be right the greatest thought and skill have to be put into the most minute detail. Come and let us make you a perfect suit. That is the only kind we make.—*Geo. Clements & Son, Winnipeg, Can.*

Millinery

Popular trimmed hats. One of the most notable features of this store is its millinery show. It has been the object of the management to make this department the popular millinery exposition par excellence of Youngstown. How well they have succeeded may be judged by the vast crowds of purchasers seen daily on our floor. Here style, elegance, beauty prevailing—popular prices are paramount.—*McKelvey's, Youngstown, Ohio.*

With the return of our millinery buyer from Paris we announce a special showing of millinery attractions. It could not be otherwise, because the very inspiration of the return from an ocean voyage and with the bubbling over of ideas, events must take shape at once. To-morrow we invite you to a field of new operations and new plans. Perhaps the first in order are the early spring styles, not only for the trip South, but for the varying weather which obtains in Brooklyn this winter season.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We are very desirous that you come in and see our line of millinery. We haven't had as fine a line before, nor do we believe that any other house can show as complete a line now. Many of our hats are direct importations. They are all that beauty, style and fashion can make. In addition to being the models of fashion they are very low priced.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

Musical Instruments

We give the best of piano value in the Keller Bros.' pianos at our prices of $250.00 to $300.00. These instruments have a pure singing, sympathetic tone, an easy, responsive action, are in beautiful cases, are warranted for ten years, and we sell them on easy payments, if desired. One will do himself an injustice if he buys elsewhere before giving these pianos a thorough examination at our store. Call and see them and our other makes of pianos at from $500.00 down to $225.00.—*Geo. E. Snedeker & Co., Trenton, N. J.*

You will want a Kimball piano when you hear them. The painter has only to reproduce and recombine nature as he finds it, to be accounted great. The piano maker's art—true tone harmonizing—finds little in nature to reproduce. Poets and prose writers sing of nature's music, but there is no musical harmony in nature equal to the harmony you will find in the Kimball piano. "The tone is rich, full, melodious and sweet, the scale is even and free from breaks." Ah! There is the meat of the whole subject, quoted from the award given the Kimball piano at the World's Exposition by the greatest musical jury that ever deliberated on a musical subject. Our prices on the Kimball always satisfy, quality considered. Some bargains in our exchange department.—*W. W. Kimball Co., Des Moines, Ia,*

If it puzzles you to know what to do about buying a piano, let us give you at least this much advice: Be as particular about the kind of service you are going to get *after* the piano is in your home as you are about the quality of it. Good pianos plus good service—both the kind you can rely upon—are what we take pride in selling.—*The Hart Piano Co., Cleveland, Ohio.*

Piano storage, guaranteed fireproof, only $1 a month. If you are going to put your furniture in storage this summer, safeguard your piano by our expert service. If your piano needs any repairing, we make specially low prices for work done in the summer and charge nothing for storage.—*The Sterling Piano Co., Brooklyn, N. Y.*

Optical Goods

Beauty, style, quality, are combined in our new "Bisight" lens for both distance and reading or sewing, no matter what the age. It is the newest product of the spectacle makers' art, the only bifocal lens without dividing lines or pieces pasted on. Be sure to ask us to show you the "Bisight" before you decide on ordering bifocals. We've pleased many of Fresno's best people; we can please you.—*J. M. Crawford & Co., Fresno, Cal.*

Just a word about your eyes. Are they all right? See as well with one as with the other? See as well if a paper is next to your nose as if you sight a man a block away? Yes? Then you don't need our help. But if your vision troubles you, you will be the gainer if you get our free expert examination and follow our advice.—*Fred D. Farmer, Saginaw, Mich.*

If you are thinking of buying new glasses or having your old ones repaired bear in mind these few valuable suggestions: We use only the best lenses, the best material. We make all our special lenses on the premises. We employ only skilled labor. We dispense high-grade goods at a low price. Try us.—*The Harvey & Lewis Co., Opticians, New Haven, Conn.*

Glasses will relieve headache. In nine cases out of ten headache comes from the eyes. In all such cases properly fitted glasses will at once relieve the strain and prevent headache. If you suffer from headache have your eyes examined. I guarantee correct glasses in all cases where needed.—*M. L. Poux, Leading Optician, Spokane, Wash.*

Where eye troubles begin. Most eye troubles begin in childhood. A little abuse, a little strain early in life, means much more after maturity. The slightest symptom should be looked into. School children should have every advantage. Usually if glasses are prescribed in time, actual disease is prevented, and they can be discarded as the child grows older. Remember, we are here to stay, so if glasses are not right they can be made so. Examination free.—*Rushmer's, Pueblo, Col.*

Paints

Paint talk. If a building in need of paint merely looked shabby, that would be sufficient to demand attention, for the careful habits which bring prosperity do not go with shabbiness. When it comes to the buying of paint, be warned against the "saving" effected by false economy.

It's a good sign to find the word Atlas on your paint package, $1.60 per gallon.—*H. M. Hodges & Bro., New Haven, Conn.*

You certainly want the house to look nice when you greet your guests, so they can bear away a pleasant impression of the quiet elegance of your home. It's wonderful what a work of transformation is accomplished by paint for doors and trimmings, varnish, stain or wax for floors, oil for banisters, etc. Just look at our list of house improvers and give yourself a treat. —*Riter Bros. Drug Co., Logan City, Utah.*

A pointer on paints. The best house paints are made from pure white lead, oxide of zinc, ground in pure linseed, turpentine dryer, with the necessary coloring matter and absolutely nothing else. Our paints are made from only these ingredients—see our guarantee. When a dealer offers you a combination paint with a fancy name, require him to state definitely what else it contains beside lead and zinc.—*Jones & Dillingham, Spokane, Wash.*

Our paints have great covering quality. They go further and last longer than any wood or metal protectors and beautifiers of which we have cognizance. That's not accidental—it's simply because the manufacturers we represent make honest paint, content with regular custom at fair profit, instead of trying to make it all by asking low prices for showy, but unsubstantial paints.—*J. J. Hockenjos Co., Newark, N. J.*

Photos

Photography is an art, and as I so consider it no work is turned out of my studio that will not pass criticism from an artistic standpoint. My apparatus is expensive, modern and up-to-date. My studio is so arranged that effects only to be found in modern studios may be had. I call attention to the fact that I make a specialty of view work. The photographs for most of the cuts in this issue were made by me.—*Rabe, Logan, Utah.*

The quality and beauty of our photo work has found favor in the public eye for over a quarter of a century. We are prepared to do better work and give you more value for your money than ever before. Give us your spring work early.—*The "Crest" Studio, Lexington, Ky.*

Salon photographs. Real works of art. Photographs taken here are intended to gratify you. Our dominant feature is the desire to satisfy, and to obtain that end we spare no pains. You get perfection in photography from—*Steele & Co., Ltd., Winnipeg, Can.*

A good word is heard on every side about the photographic portraits from the Packwood Studio. The grace, ease and naturalness of the pose delights the sitter. The artistic elegance of the finished print satisfies the most fastidious. Have you seen our recent work?—*Packwood Studio, Ottumwa, Ia.*

Real Estate

Have you seen those big lots on Shipman's subdivision Hamtramck? If not, you better hurry, for they are going fast. We give you a lot 120-foot frontage for $500, 60-foot frontage for $250, including cement walks, water, shade trees and sewer; $5 down and $5 per month, and will build for you when $100 is paid in. These lots are in the growing section of the city and within walking distance of the many factories around Milwaukee Junction, making you one of the best investments of to-day. Come out and see for yourself. Take Chene Street car to railroad crossing, cross the track, and there is our big sign directing you to the property. Agents on the ground Sunday.—*Underwood & Innis, Agents, Detroit, Mich.*

Acre tracts. We are just placing on the market several hundred acres of the finest land to be found in Spokane county. This land lies about one and one-half miles from city limits on the new Spokane and Inland Empire Railroad. There are several beautiful sites for residences, and with the excellent service on the Inland system it is only about a twenty-minute ride to and from the city. The only ideal residence district for the business man. Can be in his office at 8 A. M. each morning and home again at 6 P. M. We can certainly suit you. Come in and see us.—*J. J. Browne, Spokane, Wash.*

Invest surplus money in income real estate. We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater percentage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. Let us show you what we have to offer.—*Schwahn & Brater, Saginaw, Mich.*

Shoes

"As comfortable as an old shoe," is no more comfortable than a new shoe from Browning's. We fit you to a nicety. Our shoes have distinctive character and style. All the new season's creations in delightful variety and high quality excellence.—*Browning's, Columbus, Ohio.*

You'll be glad to see our low shoes. We're showing spring Oxfords in the smartest of the newest styles. Our spring lines are complete to-day—make your selection now, before the best lines are broken. Sole agents for Johnston & Murphy's famous shoes.—*The Gano-Downs Co., Denver, Colo.*

Your shoes should be a little fuller in the ball and instep during the summer months on account of foot expanding. Alco shoes are made to your individual measure and provisions are made accordingly. If you want to know what downright foot comfort is let us build you a pair of Alco shoes. Our guarantee in every stitch.—*Atlanta Leather Co., Atlanta, Ga.*

Grover's soft shoes are especially designed for women with tender feet. They are made of the very best quality of soft, pliable leather, the soles are flexible, and in every way they are made to afford the greatest degree of comfort.—*Schuneman & Evans, St. Paul, Minn.*

Properly fitted shoes. Did you ever have a pair of shoes that gave you much discomfort—were ill-fitting? An ill-fitting pair of shoes are not only troublesome but they will not wear half as long as a perfect fitting shoe. Here, at the Raymond shoe shop, we fit your feet perfectly, give you shoes that will please you as to style and give you comfort in their perfect fit. A full variety of the latest models in both high and low shoes for man, woman and child at popular prices. We do not sell unless they fit.—*The Raymond Shoe Shop, Waterbury, Conn.*

We have so many parents tell us that our boy's shoes wear better, look better, and cost less than what they have been buying elsewhere. No wonder when we have them made, bottoms of white oak hand sewed, uppers of gun metal calf, box calf or patent colt. Satisfied with small profit, we sell a good many pairs—that tells the whole story. It's up to you the next time that boy of yours needs new shoes to try us.—*Fischer's, Trenton, N. J.*

The children's feet should be protected this wet and sloppy weather. School children are bound to get their feet wet; can't help it. Cough syrup and rubbers cost about the same. If you prefer the rubbers for the children, bring them here. We have everything in the rubber line that's worth having.—*Morse & Herrick, Binghamton, N. Y.*

Stationery

Visiting cards, monogram dies, engraving. We take pleasure in announcing that we are now in a position to fill all orders for engraved plate work and die embossing with promptness and dispatch. Samples now ready for your inspection.—*H. S. Crocker Co., Sacramento, Cal.*

Fine stationery, cards and invitations. The samples of paper, engraving and monogram stamping submitted by us are the same in quality, style, finish and design as shown by the Gorham Company in its establishment, Fifth Avenue, New York, and thus places at the disposal of our patrons the newest and most exclusive ideas in stationery. We are therefore enabled to guarantee in the execution of all orders for society stationery entrusted to us a perfection not usually obtainable.—*Warner's, Fresno, Cal.*

Great values in stationery. We never before offered such remarkable bargains in high grade stationery as you can buy here to-day. We're closing out these lots, and the prices should do it to-day. You may not need writing paper or envelopes very badly right now, but you're sure to need a good deal for summer correspondence. The quantities are not large, but while they last you can buy as much as you like and you'll pay one-fourth to one-half their regular selling price.—*Jones Dry Goods Co., Kansas City, Mo.*

Store Editorials

Facts about advertising. "I have found," said a well-known manufacturer, "that advertising not only increases the volume of business but it betters the quality of the product as well." And he clearly and forcibly proved the statement from actual experience. The same holds true in the retail business to-day. The store that does not advertise has no promises to live up to. But the business that gives its news to the people immediately sets for itself a standard which is constantly progressing. Our advertisements are plain promises given the public to supply merchandise of certain quality at certain prices. In fulfilling these promises we are constantly giving better values and better store service.—*The G. W. Robinson Co., Hamilton, Ont., Can.*

June brides will find at the house that saves you money everything that can be desired with which to start housekeeping. We have furnished hundreds of homes, from the most humble to the most pretentious. We are outfit specialists, and can equip your house from cellar to garret, with the finest goods at the lowest cost. Our credit system is the easiest and most lenient in the city, and gives you ample time in which to pay for your purchases. If you are contemplating buying housefurnishings, investigate our low prices, easy terms and many special inducements and compare them with others.—*Wallblom Furniture & Carpet Co., St. Paul, Minn.*

Things to Eat and Drink

Buttercup bread. There is a secret in making good bread. Not every bread baker can make the very best every day. We have the secret; that's the reason why our Buttercup bread is made the best it can be every day. A good reason why you should buy it to-day, because it is the very best every day. Five cents' worth of goodness in every loaf.—*Springfield Baking Company, Springfield, Ohio.*

Purity. A pie can't be good unless it's pure. It must be made of real, genuine materials—not from artificial fruit flavors and extracts. It's the realness—the purity of Mrs. Wagner's home-made pies that makes them so good. You can taste the rich, juicy flavor of the real fruit. We are the largest purchasers of choice fruits in this market. Means something, doesn't it? Ask your grocer. If he doesn't keep them, write or 'phone us and we will see that you are served. —*Wagner Pastry Co., Newark, N. J.*

Help the cook to win greater success in baking by providing Ceres flour. No other flour contributes so much to good results in baking, because no other flour is the equal of Ceres flour in quality or purity. Ceres flour always yields the lightest, whitest, sweetest and most nutritious bread. Ask your grocer for Ceres flour and refuse substitutes.—*Wm. M. Galt & Co., Washington, D. C.*

We're ready to furnish your supplies for your New Year dinner of the choicest groceries and the nicest, freshest vegetables the market affords. The satisfied expressions on the faces of the customers who throng to our store will convince you that they have found the right articles at reasonable prices. Give us a trial order that you may judge for yourself of the quality of our goods. You will then begin the New Year right by becoming our steady customer.—*The Dunning Grocery Co., Binghamton, N. Y.*

Batavia pure food goods. Our large sales in this celebrated brand of canned goods convince us that they are without an equal in the city. In order that you may test the merits of these goods, we will give another special discount sale on all orders of six or more packages bearing the name Batavia.—*McFarland & Son, Mansfield, Ohio.*

Your food is an important matter—the best is none too good. We guarantee to send you nothing but what is good, fresh and clean in the grocery line.—*Lantz, Mansfield, Ohio.*

Red Rock. Your doctor will recommend Red Rock ginger ale as a delicious, non-alcoholic, non-stimulating beverage to drink at home; nothing excels Red Rock ginger ale. Add to this its marvelously beneficent influence on digestion, and you have the truly ideal beverage. Look for the Red Rock crown stopper on bottles—it is your only protection. Sold in bottles at all groceries, etc., and on draught at founts.—*Winter, Loeb & Co., Montgomery, Ala.*

Soda water is not all alike. We take especial pride in this branch of our business, and give it our personal attention. We use pure filtered water, charged carefully, and make our syrups from ripe selected fruit. Ice cream soda with fresh crushed fruit, and pure rich syrups. Sundaes which satisfy and quench the thirst, and all other summer beverages served at our fountain.—*Britton Drug Store, Trenton N. J.*

Lawson Pink brand canned spinach. We have no hesitancy in saying this is the finest spinach that comes in cans—and it's infinitely better than ninety per cent. of the vegetable that comes direct to you from the garden. It is absolutely clean. It doesn't taste flat or insipid. All the goodness and character of the green spinach is intact, and there's no waste whatever. Special to-day, two cans twenty-five cents. Is Saturday your corned beef day? If it is you should get some of this spinach to go with the beef.—*W. W. Walker Co., Hartford, Conn.*

Our fine juicy steaks are fit for a king to eat, and then we have any seasoning that a person could want.—*The Shreeves-Grocery Co., Denison, Texas.*

Lily brand ham, bacon and lard is not manufactured by the notorious beef trust. It is home production, home industry, and is superior to every other brand on the market, owing to our own personal supervision of production. Just ask for Lily brand.—*Mitchem Bros. & Co., Spokane, Wash.*

Just Prairie State coffee. The best flavored and purest 25c. coffee on the market. Save the wrappers. In buying this coffee you save one-tenth of your coffee bill. In this way you reduce your living expenses. Everybody sells Prairie State. If your grocer does not, write us, and we will see that you obtain the coffee.—*The Grand Forks Mercantile Co., Grand Forks, N. Dak.*

Maple sugar that is new and absolutely pure. We are receiving the same beautiful, soft, rich maple sugar from Mr. Cottrell that we usually handle. It comes to us fresh about three times a week, and is just what we like to sell. Small cakes, 20c pound, bricks three to four pounds, 18c pound.—*Newton, Robertson & Co., Hartford Conn.*

The best judges of meats in Omaha will tell you they never have to complain of getting tough meat at our market. We handle only prime and juicy meats—nothing but the best is what you get when you leave your order with us. Expert judges are always delighted with the choice cuts that we send to their order from our stock. If you have never given us a trial better do so.—*Jos. Bath's, Omaha, Neb.*

Trunks, Bags, Etc.

Yesterday we went through our splendid stock of leather bags and picked out every one that showed signs of shop-wear and was at all injured from display. Of these we found about five hundred—and we'll put 'em on sale to-morrow in two lots, at sensational bargain prices. All are bags of high quality and in the favored styles and colors of the season. None are too badly damaged for use—many are so slightly injured that they might be sold as brand new. Prices are less than half of average cost.—*Keely Co., Atlanta, Ga.*

Do you want a trunk? Will you need one next summer? We have told you the story of the carload we received last week, over one hundred trunks, all of best quality and latest style. Thrifty people have taken many of these trunks the past few days, bought them at prices twenty to twenty-five per cent. less than manufacturer's cost. To-day we counted forty sold but we still have a complete stock to select from. After we vacate our present quarters we will not have place to store this merchandise and to-morrow you can have a trunk at a price that will surprise you.—*Golden, Fort Wayne, Ind.*

Our showing of the leather things which your comfort and convenience demand, whether for a day's outing or an extended European trip, is very broad. We maintain what we believe to be one of the most exhaustive stocks of trunks, bags, suit cases and kindred requisites to be found. And if our imprint identify the requisite you may be assured of this: It will satisfy every demand which even the roughest journey may impose.—*Woodward & Lothrop, Washington, D. C.*

Umbrellas

Birds' head parasols. Feathered birds' heads or the heads of birds developed in white kid or lizard-skin are a feature of the latest parasols brought from foreign lands. They are of soft, white taffeta and are mounted upon unusually long sticks. The full length of the handle is covered with white kid and bone balls tip the ribs. A huge double silk tassel is one of the features, while another good feature is the hemstitched border to the silk. All in all, these are among the best parasols yet shown, specially for carriage use.—*Abraham & Straus, Brooklyn, N. Y.*

Another famous sale, umbrella seconds. Men's, women's, boys' umbrellas. Another throng-bringing magnet—another sale that will cause our umbrella department to be talked about

in hundreds of homes, fine union silk taffeta, tape edge; union silk serge, hemmed edge; strong, light paragon frame; handles in fine variety, natural wood "Prince of Wales" hooks, opera loops, some coverings have slight defect in weave, nothing to hurt, in most cases hard to find.—*L. S. Plaut & Co., Newark, N. J.*

Wall Paper

It is now possible to get any effect you wish with wall paper. It has been but a few years since the price of fine wall paper was so much that only a few people cared to go to the expense necessary to get the selection desired. The reason why? Machinery had not been made to manufacture the finer grades, and those made by hand were necessarily more expensive. To-day it is entirely different. The finest designs are run off at a high rate of speed and the fine old pieces of hand work (which will live forever) are copied and made better than the originals themselves and at greatly reduced prices. It is wonderful what can be done to-day in wall paper at small cost. Before you refurnish your walls we will be glad to have the opportunity to go into the matter with you. Our experts are at your service.—*Bazille & Partridge, St. Paul, Minn.*

Chicago or Mt. Pleasant. Why buy your wall paper in Chicago when you can get it cheaper in Mt. Pleasant? We carry a large and well assorted stock of wall paper which you can see with your own eyes and select from in person. Bring in your samples from Sears, Roebuck & Co., or Montgomery, Ward & Co., and compare them with our prices and samples. We want to show you that you can save money, time and worry about your wall paper. If you buy your paper in Chicago you must pay the freight. You must trim the paper yourself. You must choose from a few samples. You cannot return unused paper and receive credit for it.—*The Normal Drug and Book Store, Mt. Pleasant, Mich.*

Women's Clothing

No descriptions, however elaborate, could do justice to the styles we are offering for this season. The dresses for the girl graduate are here—gowns all sheer, and soft and fluffy, billowy with lace and rich with soft ribbons. Also the plainer linen and lawn shirt waist suits that are "just right" for afternoon wear—and all at the most attractive prices. We offer below a few brief items that are especially good values.—*Boston Store, Binghamton, N. Y.*

These beautiful spring suits come in chiffon Panama in the popular light and dark shades; also in exquisite new pin stripes, dainty checks, and fancy mixtures, portraying grace and beauty in every line; also in voiles. Among the many delightful styles are the new cutaway coat suits, the popular Etons, the natty Romeo, and the tailored, tight-fitting short coat styles. All have the new circular flare or plaited skirts, which give such a stylish graceful air to the wearer.—*Warren M. Crosby & Co., Topeka, Kan.*

Silk shirt waist suits. What marvelous beauty and distinctive style is represented in these new Novi-Modi silk shirt waist suits. Fresh ideas direct from New York are embodied in the lovely creations, and they display exceptionally well. A very pretty style in this line is the "Jumper" effect, in smart Shantung silk of extra good quality, very tastily piqued with tartan and trimmed in self, with newest finish.—*Hudson's Bay Co., Winnipeg, Can.*

Fortunate purchase of silk jumper suits, also demi-costumes. Just at the time when the call for dainty shirt waist suits is becoming urgent, a maker whose garments are sought after by the leading retailers of the country asked us to figure on a large surplus left on his hands as a result of the tardy spring. The price at which purchase was finally negotiated was below the actual expense of the making. There's not a suit in the entire collection that we would care to omit. They go on sale Friday and Saturday.—*J. Sparling & Co., Detroit, Mich.*

A stunning line of all-wool man-tailored street suits, built on the most up-to-date lines for the most up-to-date women, in the new cutaway and Ponyette styles, in the new shades of tan, gray and blue, all silk lined and never before sold for less than $25, are now offered to prompt buyers for $22.50.—*Reed's Store, Mansfield, Ohio.*

Linen suits for graduation. The lady students of our leading universities have adopted the plain white linen skirts and sheer linen shirt waists for their graduation garb. This has met with such good success and public approval that many other educational institutions have followed the suggestion. If Fresno students intend to adopt this nobby style we have for the occasion imported a complete line of white linens from the very sheerest linen batiste to the heavier embroidery linen at remarkably low prices, together with a large stock of white linen suits made up in the styles used by the university girls, also shirt waists. We name a few. Call and inspect them all.—*Louis Einstein & Co., Fresno, Cal.*

Black voile skirts surprise at $10. Two extra values for you Saturday—either style $10—excellent material in both. See the one with fan pleats front and back—box and side pleated hip panels trimmed with tiny taffeta straps—at foot a one-inch and two narrower taffeta folds, around skirt between the pleats turning upward to follow the outline of front panel. Then the very new 25-pleated skirt of twine voile—with three narrow, stitched folds all around at foot. Notice how deep the pleats are and how accurately laid. These skirts fit beautifully.—*Mills Dry Goods Co., Topeka, Kan.*

Bathing suits. Large assortment of mohair and silk—suits for children. If you're going to the shore it's time to think of bathing suits. We are supplied this season with a large display of bathing suits, made according to the most approved standards and of fine quality mohair or silk. Some of these suits are made with sailor collars, trimmed with wide white braid; others are collarless, trimmed with braid in plain and fancy designs; some have V neck. We have some very stunning suits and prices are reasonable.—*Sage-Allen & Co., Hartford, Conn.*

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